

American Fruit Grower

JUNE • 1960

25 CENTS

PRODUCTION

PACKING

MARKETING



Safe Use of
Pesticides

Modern
Roadside Selling

Pros and Cons of
Irrigating Apples

A Longer Peach Season Means More Orderly Marketing



John Kober with sons Ralph (in truck) and Milton.

"We run trucks hard hauling fruit— and Firestones are our best investment!"

says John Kober of Sparta, Michigan. "When you work trucks hard hauling fruit, you can't worry about tire troubles. We've found Firestones to be one of our best investments. You get so you expect to get extra years of service out of them . . . and we do! We count on first class service from our Firestone dealer, Carlson & Meyer, in Sparta, too!"

Like John Kober, you'll find Firestone truck tires deliver extra service at no extra cost!

- **FIRESTONE RUBBER-X**, the longest wearing rubber ever used in Firestone truck tires, greatly prolongs tread life.
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- **FIRESTONE TRANSPORT TIRE**: designed and built for maximum mileage, minimum cost on general farm hauling.
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- **FIRESTONE SUPER ALL TRACTION TIRE**: heavy duty, wide, deep tread for traction on highways, in mud or snow.

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TRUCK
Super All Traction* All Traction* Transport*

CAR
De Luxe Champion*
*Firestone T.M.

CONVENIENT TERMS

Firestone

BETTER RUBBER FROM START TO FINISH

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APRIL MAY JUNE JULY AUGUST SEPT

The background of the header section features several detailed illustrations of peach leaves and fruit. Some leaves are shown with clusters of small, dark mites on their surfaces. Other illustrations show peach fruit with dark, irregular spots representing mite damage. The months of the year from April to September are printed in large, bold, black capital letters, with the illustrations of leaves and fruit interspersed behind and around the text.

NOW KILL MITES ANY TIME DURING THE SEASON

new Tedion® registration permits spring and summer applications on deciduous fruit

From bloom to harvest, deciduous fruit can now be protected against all varieties of mites as a result of new label claims permitting Tedion applications throughout the growing season. Included in the new registration are: apples, peaches, apricots, cherries, crabapples, grapes, nectarines, pears, plums, prunes, quinces.

Prior to this registration, Tedion, an exceptionally effective miticide, could be used only until petal fall on apples and pears, not later than split-shuck stage on cherries, peaches, plums and prunes.

The new regulations let you use Tedion

Tedion®

when mites are most serious. One application should be made after most over-wintering eggs have hatched to kill the early-appearing European red mite. Additional treatments can be applied when fruit is present for control of summer mites—two-spotted spider, McDaniel, canadensis, carpini, Willamette and Pacific mites. These species hatch from eggs laid in fields and grasses and invade trees later in the season.

A highly specific miticide, Tedion fits in well with programs based on new broad-spectrum pesticides, which are ineffective against mites. Tedion kills mites in all stages—even resistant strains—but it is harmless to beneficial mite predators. Because of its unique chemical structure, Tedion is safer than most pesticides and provides long-lasting positive residual control.

TECHNICAL CHEMICALS DEPT., NIAGARA CHEMICAL DIVISION, FOOD MACHINERY AND CHEMICAL CORPORATION, MIDDLEPORT, N. Y.

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- TRUE-TO-NAME VARIETIES
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AGENTS

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For grape and vegetable growers these nozzles are a great improvement over common types.

W. L. HAMILTON & CO.
BANGOR, MICH.



American Fruit Grower

Cover photograph shows young peach orchard. Growers today are working toward extending the peach season by planting midseason and late season varieties, as pointed out in Bob Rogers' article on page 10.

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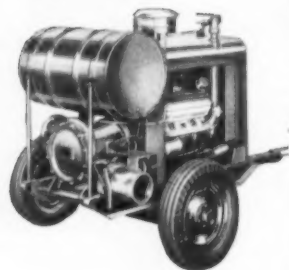


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"The Pack That Buyers Look For First"

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• Ask Any Receiver •

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LETTERS TO THE EDITOR

Safeguarding Our Food Supply

Dear Editor:

I have just finished re-reading your article *Safeguarding Our Food Supply* (Feb., 1960, pg. 52).

I am greatly impressed and relieved by the knowledge of the excellent job being done by our Food and Drug officials. I believe this information should be disseminated to all people so that they can judge for themselves whether or not we are being properly protected by the department responsible.

It is indeed unfortunate that bureaucrats would seize upon the opportunity to throw the American people into panic for purposes of self aggrandizement, and by so doing sow seeds of doubt in their minds which will not be soon forgotten.

Ithaca, N. Y.

Harland M. Poyer
Poyer Orchards

For the Mechanically Minded

Dear Editor:

I have read your magazine for many years and think that it is a very fine publication. You probably get many letters, both good and bad, telling you how to run your magazine. So here is another letter and another suggestion which you may either take or leave, but for my money it is one idea that I would like to see used in *AMERICAN FRUIT GROWER*.

Since modern farming calls for many new ideas along the mechanical line, why not have one page set aside each month for ideas along the mechanical line, sent in by your readers? These could include "How to build a brush rake", "How to build an irrigation sump", "How to repair irrigation pipe", "How to construct an orchard platform for pruning", or any number of other ideas.

Milton-Freewater, Ore. James A. Reese

Strawberry Fan Writes

Dear Editor:

I was interested to see your comments about the Ogallala strawberry in your new varieties issue. I have raised them for two years and am expanding my beds and taking out other varieties.

Of all everbearers I have known, the Ogallala alone produces a rather heavy spring crop as well as a heavy fall crop. I also find them more prolific producers of new plants than the general run of everbearing strawberries.

In my trials the Ogallala produced from 50 to 100% more fruit than Superfection and, in addition, was superior in flavor.

Ecorse, Mich. W. B. Spears

Stahmann Pecan Farms

Dear Editor:

I am planning a trip to your great country, and I would like to visit the Stahmann pecan farms in New Mexico, of which I have heard a great deal. Can you tell me where to contact them?

Buenos Aires, Argentina

Celedonio Pereda

The address is: Deane F. Stahmann, Stahmann Farms, Inc., Las Cruces, N. Mex. Mr. Stahmann has developed the largest pecan plantation in the world and uses the very newest equipment for harvesting, cleaning, drying, and shelling the crop. Watch for the article on Stahmann Farms in a forthcoming issue.

AMERICAN FRUIT GROWER

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Bruise Free

89.3%

The Kys-Pak Box

But only

64.1%

Packed in Poly Bags
were Bruise Free

And only

73.3%

Packed in Wood Boxes
were Bruise Free

These boxes were part of a regular shipment of apples from Wenatchee to the N.Y. Fruit Auction

The Judges: Mr. James Reid, Vice President, New York Fruit Auction; Mr. Leo Schultis, Auction Fruit Buyer, H.C. Bohack Co., Inc.; Mr. E. J. Peters, Auction Sales Manager, American National Foods, Inc.



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...TO HARVEST

Guthion alone ... controls all major apple pests ... all season long

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They report that GUTHION *alone* controlled every major apple insect in their orchards—including aphids and mites. They proved that all-season use of GUTHION alone provides equal or better control than any combination of insecticides formerly required—and at no extra cost!

Harvest a higher profit apple crop from your orchards this year by using GUTHION through the entire season. A regular, season-long schedule will provide better protection between sprays, too, for GUTHION stays on the job from one cover spray to the next.

Simplify *your* spray schedule and get top quality fruit this season. The sure, economical way to do that is to order GUTHION from your farm supply dealer today. It works!

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It's Your **OBLIGATION . . .**

All recommended pesticides have been pre-tested for safe use. It's up to you to use them correctly

By **GEORGE C. DECKER**

Illinois Natural History Survey, Urbana

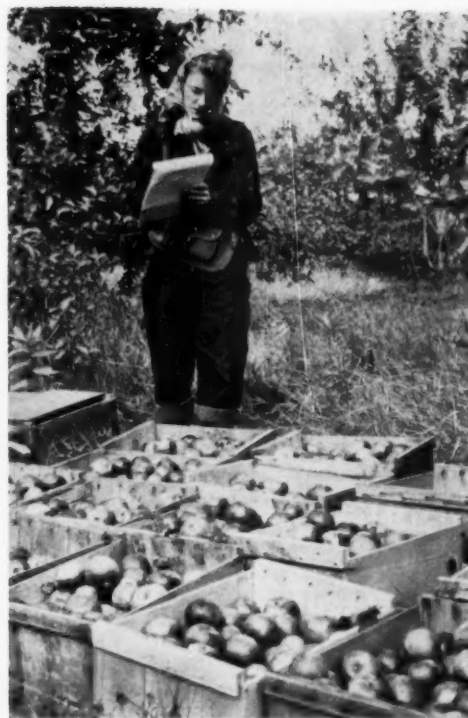
EVERY person in any way involved in the use of pesticides to control insects, plant diseases, rodents, weeds, or other pests shares with all others similarly involved the responsibility for making sure that the public health is not endangered.

Individuals who may readily recognize their liability for crop damage or accidents involving the illness or death of animals, including man, must also recognize that they share a responsibility to make sure that food and feed products remain free from objectionable residues. This includes the manufacturer, the formulator, the dealer, the applicator, and the farm operator.

As all fruit growers know, or at least should know, under the Food,

George C. Decker is well qualified to advise growers on pesticide residues. As chairman of pesticide subcommittee of Food Protection Committee of Food and Nutrition Board, National Research Council, he has helped place the pesticide residue problem in its proper perspective. He is also head of the section of economic entomology, Illinois Natural History Survey; professor of entomology, University of Illinois; and a member of World Health Organization expert advisory panel on insecticides.

Drug and Cosmetic Act as amended in 1954 (the Miller Bill), no pesticide residues are permitted on or in any raw agricultural commodity unless they are covered by an official tolerance or an exemption. When a



Production records are always important . . . but today it is absolutely essential that you also keep accurate records of pesticide use.

violation is detected, FDA may take action in any one of five ways, but is perhaps most likely to initiate a seizure or condemnation action against the offending product.

The inevitable question of who will eventually foot the bill and suffer the loss remains a matter of conjecture. In many cases, that may depend on a decision rendered by 12 men in a jury box. Thus, it behooves every one of us to make doubly sure that our operations are above suspicion.

Actually the fruit grower is both protected and regulated by the interaction of two basic federal laws, the combined action of which protects our food supply against undue loss in productivity and against any possibility of contamination to a point where it might become a hazard to the health of the consumer. The Food, Drug and Cosmetic Act of 1938, as amended by the Miller Bill, provides for pre-testing and the establishment of safe tolerances before a new pesticide intended for use on food crops can be placed on the market.

The Insecticide, Fungicide, and Rodenticide Act of 1947 provides that no material shall be registered for sale in interstate commerce until complete specifications have been filed and adequate data have been presented to establish its usefulness for the purposes claimed and its safety when used as prescribed.

(Continued on page 30)



Your best asset is a satisfied customer. Use pesticides carefully to insure her confidence.

A GLIMPSE AT THE Changing Peach Picture

An era of orderly peach marketing seems assured as growers continue planting varieties to extend the season

By **BOB ROGERS**

Secretary-Treasurer
National Peach Council, Carbondale, Ill.

DEVELOPMENT and planting of varieties assigned to prolong the marketing season for fresh peaches seems to be the most interesting conversational topic of the nation's leading peach producers today. This "era of orderly marketing" has become the major concern of the leaders in the industry. Of major importance to growers in selecting a new variety for planting in addition to fruit bud hardiness, chilling requirements, and disease resistance is a characteristic called consumer acceptance which outshines all the rest in the minds of leading growers.

National Peach Council President A. E. Bassham, Forrest City, Ark., simply and effectively summed it up in the following manner: "One tree will produce more peaches than I can eat. Regardless of the quality and merits of any peach variety, if I can't sell the production at a profit then it has no place in my orchard."

Today the consumer prefers a high color (red) peach with yellow flesh. For any given year, growers will benefit most when the most desirable product is offered for sale for the longest period of time possible. This explains production trend to varieties offering the greatest degree of consumer acceptability and ripening dates which extend the fresh marketing season in an attempt to avoid volume pile-ups at harvesttime.

Some areas feel that the earlier varieties are now planted sufficiently to provide a good volume of early peaches. Other areas are still planting the varieties which ripen for the early market. Those who feel that the early plantings are now sufficient to fill the demand at a price lower than they are willing to take are shifting to the varieties which ripen in midseason and late season in order to balance the supply and plug up some of the volume deficiencies throughout the season. Several of these newer varieties which are being used are not yet produced in sufficient volume



Indications point to possibility of 1960 peach deal being the most active in recent history.

(1%) to be listed on the accompanying table of variety production.

NPC has discontinued the February Guesstimate of Production Volume for the ensuing season on the basis that such Guesstimate is to a great degree speculative and unacademic. Therefore, NPC has made no volume predictions. Reports from other sources point to a good volume in 1960. A reliable California source anticipates that the first peaches from California (Springtime from the Wheeler Ridge area) will be harvested on or about May 7 or 8.

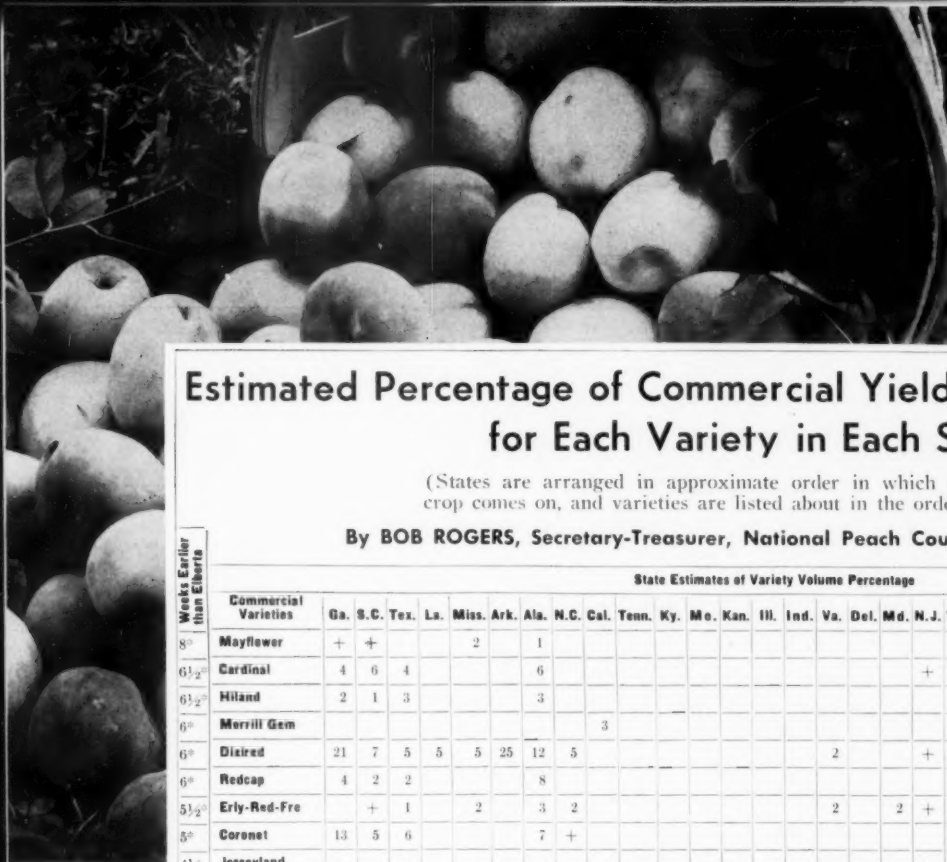
In the area of marketing, several areas seem to be scrambling for the "windfall." The Southeast, particularly South Carolina, is pioneering in wet brushing and hydrocooling in bulk before packing. This may or may not dovetail with an innovation envisioned by one of the industry leaders from California who foresees the crop transported from orchard to distribution point and into retail outlets in a bulk type of container. Whether this comes to pass or not depends on relative packing costs.

Growers in some states are concentrating on sales of tree-ripened peaches to semi-local markets. Others feel that the increased co-ordination and other problems connected with marketing of tree-ripened peaches in any significant volume are insurmountable. Growers in other areas feel quite strongly that the problems which they have encountered in marketing tree-ripened peaches can be solved. They agree that the tree-ripened peach is the key to increase the demand for fresh peaches.

New Jersey reports considerable interest in direct selling through co-operative efforts. In states where commercial production is less than 1 million bushels, there is a definite trend to more local and retail selling at the orchard. This is especially true in areas where earlier varieties have replaced Elberta.

In states and areas which have active promotion and/or advertising programs, leaders of the industry foresee increased co-operation and teamwork between the grower and

(Continued on page 37)



Estimated Percentage of Commercial Yield of 1960 Peach Crop for Each Variety in Each State

(States are arranged in approximate order in which the commercial crop comes on, and varieties are listed about in the order of ripening.)

By BOB ROGERS, Secretary-Treasurer, National Peach Council, Carbondale, Ill.

By BOB ROGERS, Secretary-Treasurer, National Peach Council, Carbondale, Ill.																																			
Weeks Earlier than Elberta	Commercial Varieties	State Estimates of Variety Volume Percentage																																	
		Ga.	S.C.	Tex.	La.	Miss.	Ark.	Ala.	N.C.	Cal.	Tenn.	Ky.	Mo.	Kan.	Ill.	Ind.	Va.	Del.	Md.	N.J.	W.Va.	Pa.	Wash.	Colo.	Utah.	Id.	Ore.	Ohio	Mich.	N.Y.	Ont.				
8 ⁰	Mayflower	+	+			2			1																										
6 ¹ / ₂	Cardinal	4	6	4				6												+															
6 ¹ / ₂	Hiland	2	1	3				3																											
6 ⁰	Merrill Gem									3																									
6 ⁰	Dixied	21	7	5	5	5	25	12	5								2			+								1							
6 ⁰	Redcap	4	2	2				8																											
5 ¹ / ₂	Early-Red-Fre	+	1			2		3	2								2		2	+	2	2							5			1			
5 ⁰	Coronet	13	5	6				7	+																										
4 ¹ / ₂	Jerseyland (Beauty Gem)	1	2													1	1		1	5	1	2												2	
4 ¹ / ₂	Dixigem	2	4	3	35	7	10	2	10		1																		1						
4 ¹ / ₂	Pearson Hiley	3																																	
4 ¹ / ₂	Redhaven	3	5	2	3	10	20	3	+	6	2	5	15	15	6	20	10		8	5	5	5	10	1	1		15	5	33	3	7				
3 ¹ / ₂	Golden Jubilee		2		5	5			15		5	5	5	8	2	4	2		6		2	5	1					1	7		17	25			
3 ¹ / ₂	Keystone	11	7	3			+	5	+																										
3 ¹ / ₂	Ranger		+	20										1																					
3	Early Hiley																																		
3	Fair Beauty			4			10	5	1																										
3	Newday																			5															
3	Triogem		3	3	1		+						10	5		1	1		5	10	1	3													
2 ¹ / ₂	Fairhaven											2		7	+	2													1	5					
2	Hiley					5		1																											
2	Richhaven		1											2	1			1																	
2	Halehaven	3	3	6		15	2	8			10	10	7	20	7	17	7		12		12	9	1			3	15	4	25	28	20	3			
2	Burbank July Elberta		4	4		2	5			32	5				+										6	2		5	2		5	2			
2	Southland	11	6		12	5		4	+								1												1						
2	Sunhigh	1	2		10				5								5		7	10	3	5													
1 ¹ / ₂	Goldencrest		+																	+															
1	Sullivan		7		10	2	2	1	5		5			10		2	3		6		2	2			1										
1	Blake		2			15						+				1			10	+	1								1						
1 ¹ / ₂	Loring		+	3										2																					
1 ¹ / ₂	Belle of Georgia	+				5		8		8	2	5	8	+		4		3				2							1						
1 ¹ / ₂	Early Elberta (Gleason)					5							10		1	2	2		3		2	2	12	3	4		30				1	4			
1 ¹ / ₂	Gage											2			2	5			15																
1 ¹ / ₂	Redskin		1	10				1				5	5		4	5			2			1							1	5					
0	Elberta	21	20	15	8	10	20	18	45	26	52	56	23	16	75	35	45	60	28		50	34	45	86	75	25	5	35	18	40	25				
1 ¹ / ₂	Fay Elberta																						5												
1 ¹ / ₂	J. H. Hale		1					1		8	1			10	3	1	4		5	5		11	25			5	50	30	1						
1 ¹ / ₂	Shippers Late Red		1					4	1				5		+	4	4		6		4	2						2							
1 ¹ / ₂	Rio Oso Gem		1					2		6					4		1		3	5	1	2		1	1		5								
2 ¹ / ₂	Kirkman Gem										3																								
		Ga.	S.C.	Tex.	La.	Miss.	Ark.	Ala.	N.C.	Cal.	Tenn.	Ky.	Mo.	Kan.	Ill.	Ind.	Va.	Del.	Md.	N.J.	W.Va.	Pa.	Wash.	Colo.	Utah.	Id.	Ore.	Ohio	Mich.	N.Y.	Ont.				
		*Cling or semi-free. †Later than Elberta. +In production but percentage not given.																																	

*Cling or semi-free. †Later than Elberta. +In production but percentage not given.



Wise invested \$4600 in two ponds. County Agent Lloyd looks over 6-acre pond used for irrigation. The 3-acre pond (above) is 800 feet away, supplies the larger pond.

EVEN A BANKER WOULD SAY It's a Good Investment

Two years and two ponds later James Wise, South Carolina peach grower, is pretty sure a banker would agree that his irrigation system is paying outstanding dividends

By O. W. LLOYD
Edgefield (S.C.) County Agent

JAMES WISE of Johnston, Edgefield County, S. C., is convinced that sufficient moisture at the right time is an essential requirement for the profitable production of peaches. And he is equally certain that to depend on natural rainfall for this moisture is very hazardous.

Wise began by studying data on rainfall for the Ridge area of Edgefield County. He found that during the critical period (May, June, and July) in the production of peaches, there was a deficit in moisture.

Realizing that he must solve his moisture problem if he was to successfully produce peaches of the quality and quantity that would make the enterprise profitable with a minimum of risk, James decided to irrigate. But where and how was he to get the water needed for irrigation.

A contractor was hired and a 6-acre reservoir or pond constructed. Average depth of the reservoir was 12 feet. Wise had to depend on a watershed run-off area to fill the pond. In extremely dry weather there might not be sufficient water for irrigation.

A short distance from the 6-acre pond ran a stream that never went "dry" even during the driest periods of the year. He built a dam over this stream, creating a 3-acre reservoir.

James has found water from this small reservoir can be easily and economically pumped to his larger reservoir. The smaller reservoir has sufficient area and flow to provide continuous pumping for a 10- to 12-hour period. And this amount of water is available night after night. The pond fills up during the day while water is being pumped from the larger reservoir to his orchards.

Wise installed a Marlow 66 irrigation pump and Rain Bird pipe and sprinkler. No labor is required for the night pumping. James has found it is not a major job to move the necessary equipment for the recharging operation. To date, the cost of getting the water the short distance

from the smaller to the larger pond has been more than offset by the extra water available for irrigation.

About 12 gallons of fuel are consumed for each hour of operation. Three men are needed to operate the irrigation outfit.

Wise invested \$9600 in his ponds and irrigation equipment. Construction of the ponds cost \$4600; irrigation equipment, \$5000. The estimated useful life of the equipment is figured at 10 years. This would make the early depreciation \$500. The investment in irrigation equipment will be amortized over a 10-year period and interest cost would average \$125 per year.

(Continued on page 35)



James Wise is proud of his investment. Three men are needed to operate irrigation outfit shown in background. No labor is needed for night pumping from supply pond to 6-acre pond.

AMERICAN FRUIT GROWER

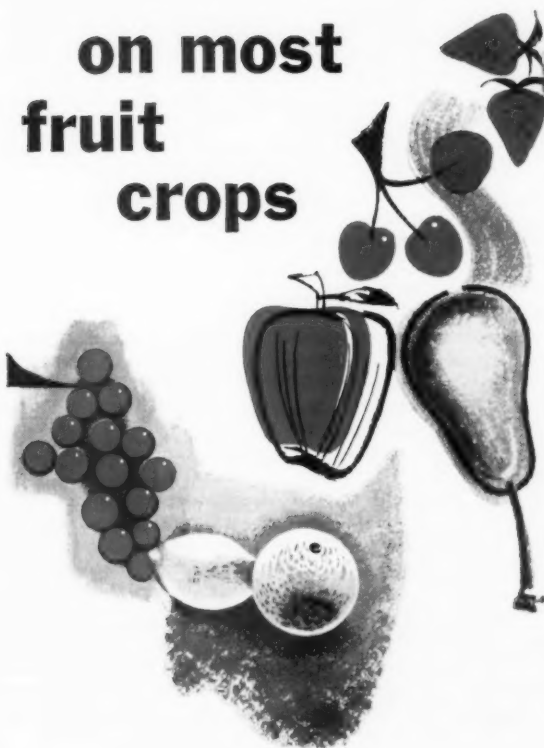
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- close to harvest protection
- one of the safer phosphate insecticides

Residue tolerance 0.75 ppm



ORIGINATORS OF DDT INSECTICIDES

GEIGY AGRICULTURAL CHEMICALS
 Division of Geigy Chemical Corporation
 Saw Mill River Road, Ardsley, New York



This new Bridgeville, Del., market's distinctive design, easily-remembered name, all-season convertibility, and farm-fresh appeal give it a competitive advantage in roadside selling.

MODERN ROADSIDE SELLING

By ROBERT L. BULL

University of Delaware, Newark

A GREAT revolution is underway in highway retailing in all parts of the country. Drive-in "bantam" supermarkets, shoe chains, candy shops, and countless other enterprises are taking part in the movement from towns and cities to the more accessible roadside sites. Very creditable new store buildings are going up, and a more favorable new "image" of roadside businessmen is being cultivated in the consumer's mind.

The farmer selling at roadside is by no means unaffected by the improvement of non-farm roadside selling facilities. With this trend the farm roadside marketer encounters a modernization challenge of great magnitude. With this trend also comes exciting and momentous new opportunities for the farm market.

The challenge of this change is unique. It requires that the farm roadside marketer preserve all that denotes farm freshness and superior quality in an era of highway selling commercialization that makes this more difficult than ever. Maintenance of the farm atmosphere must not detract in any way, however, from shopping convenience, competitive pricing, or abundant personal services.

What kind of farm roadside market building, then, is likely to be most successful in the 1960's? Here are a few predictions:

- Temporary shelters and display racks probably will suffice for the

farmer who has roadside marketing as a seasonal sideline. He will find customers more discriminating, however, in seeking out the cleanest, neatest, and most well-identified facilities.

- A modern market building will be required, in many instances, to make the roadside business prosper. The farmer who depends on a roadside market for his livelihood is apt to find that there is no compromise in facilities that will attract the heavy customer traffic he needs. He will find himself recognizing the market more as a business venture requiring a fine structure and the same management skills essential for a retail store in town.

- Heavy capital requirements for modern buildings plus inevitable higher wage rates for employed workers will compel marketers to increase the annual volume per square foot of expensive space investment in the market. The high overhead costs of today must be spread over additional months of operation and over additional commodities that will add to total volume.

- Modern buildings will be equipped with price identification materials that are sure to assume greater importance. This is an age of price merchandising, in fact. The promotion of one or two items as genuinely outstanding values will be essential to draw customers. Deceptive low-price come-ons will not work very long. Customers will lose confidence. An outstanding value must really exist

for the promoted item, once the customer has been lured to stop by advertising or roadside signs.

Price identification signs for the displays will be essential to maximizing sales. When prices are not posted, too many customers will assume that they are too high or you would have been proud to show them.

- Display equipment for new markets of the 1960's will be altered to further two key objectives: a lower labor requirement for display maintenance, and a mass-display effect with a minimum of merchandise exposed to the damaging temperatures outside of the refrigerated cooler reserve stock. Display racks on casters, to eliminate setting out displays package-by-package every morning, provide one idea for more efficient equipment.

- Quality maintenance with refrigeration will become the rule, rather than the exception, among roadside markets run as a business on a high volume basis. Walk-in coolers for highly perishable items, like corn and peaches, will prove profitable in serving the quality conscious modern homemakers. One marketer reported to us recently that he made up the cost of his new cooler with a single shipment of peaches which otherwise would have spoiled over a very hot weekend.

- Rest rooms for markets on major highways will become key attractions for the transit trade of vacationing families which want to make their visit to your market a "rest stop" as well as a shopping experience.

- Parking lot space in relation to building space will increase. Convenient, dry parking areas at least four times the market size will be required. Hard shoulders on the market approaches likewise will be mandatory if prospective customers are to be given the essential opportunity to slow down from a high speed road for a safe exit into your parking lot.

- All weather building features will become more commonplace as roadside marketers equip themselves for extended seasons. Overhead front doors, with glass sections, help achieve this objective.

- Approach signs and building signs will tend to be more distinctive—setting the market apart from other types of roadside businesses and maintaining the "farm market" designation.

Present trends promise these and many other very significant changes in buildings and equipment. Those marketers who are the first to size up the trends and pioneer in making the improvements will be the ones to reap the biggest harvest of extra business and added profits.

THE END.

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On Apples and Pears—Codling moth, pear psylla, apple maggot, green apple aphid, red-banded leaf roller, plum curculio, fruit tree leaf roller, periodical cicada, rosy apple aphid.

On Peaches—Oriental fruit moth, peach twig borer, cat-facing insects, plum curculio, periodical cicada.

On Grapes—Grape leafhoppers, grape leaf folder, grape berry moth.

On Cherries, Plums and Prunes—Cherry fruit flies, red-banded leaf roller, fruit tree leaf roller, peach twig borer, plum curculio, codling moth, orange tortrix, eastern tent caterpillar, western tussock moth.

On Strawberries—Meadow spittlebug, strawberry leaf roller.

Now the toughest strains of codling moth and many other major fruit pests are easy to control with powerful new SEVIN insecticide. This different new insect destroyer contains no phosphate, no chlorine, no arsenic. SEVIN is a carbamate, developed through years of research to give you positive control of many of your worst insect enemies.

Long-lasting residual effects make SEVIN outstanding in control of fruit insects with minimum spray schedules. SEVIN is a highly potent and persistent insect killer.

SEVIN is safer to use and less toxic than most other insecticides. No special protective clothing is needed—just use normal precautions. Workers can get back into the orchard quickly after application. SEVIN is also compatible with most other spray and dust materials except lime and alkalies.

Use SEVIN close to harvest if necessary, to prevent damage by late-brood insects. Just follow label instructions.

Order SEVIN now and get all the many benefits it can give you in growing finer fruit. See your supplier today for new and different SEVIN insecticide.

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STATE NEWS

The Business Side of Fruit Growing

ILLINOIS

AFBF Names Advisors

American Farm Bureau Federation's new marketing subsidiary is under way. First meeting of the advisory committee of American Agricultural Marketing Association was held recently in Chicago.

AFBF President Charles Shuman has appointed the following to serve on the advisory committee: W. S. Stempfle, secretary, New York Canning Crop Growers Cooperative; Ralph Bunje, manager, California Canning Peach Association; Cameron Gorton, California Canning Pear Association; A. W. Chambers, secretary, Utah State Canning Crops Association; A. W. Matthews, manager, Canning Growers of Ohio; William Hancock, New Jersey Vegetable Growers; Gene Coe, manager, Washington Asparagus Association; Kenneth Robinson, Eastern Fruit Marketing Cooperative; and Berkley Freeman, manager, Great Lakes Cherry Producers Marketing Association.

Objectives of the new subsidiary are: To assist state farm bureaus in organizing and servicing bargaining associations; to provide the means to co-ordinate the efforts of state and regional bargaining associations; to conduct research, analyze contracts, and furnish information on supply, demand, and contract prices; and to discuss and negotiate contract terms, quality control, and related matters with national and regional processors.

NEW YORK

What You Can Do

HERE are three steps Tom LaMont, secretary of New York State Horticultural Society, suggests growers can take in an effort to improve apple prices this fall, particularly in view of the large carryover of applesauce and slices:

- 1) Don't keep border-line orchards in production. Standards are higher now than two to five years ago.
- 2) Grow good eating varieties—varieties that can be sold either fresh or for processing. Selling all apples for processing has not proven most profitable in most cases.
- 3) Do a thorough job of chemical thinning. Take off too many rather than too few apples. Apples smaller



Bain



Turner

NAI APPOINTS BAIN AND TURNER

National Apple Institute has appointed its treasurer, Patterson Bain, Columbia, Mo., executive vice-president of the organization, effective July 1. Assisting him will be Charles W. Turner, currently serving as extension director of Worcester County, Massachusetts.

Bain has been granted a one-year leave from Missouri Department of Agriculture to accept the position.

than 2½ inches are likely to have only juice value.

MARYLAND

Apple and Peach Notes

THE proposal that federal crop reports show apple and peach crops in hundredweight instead of bushels has been coolly received by Maryland growers. The change may come eventually, however, since it is claimed it would solve the problem of irregularities caused by a variety of containers listed as bushels.

A proposal finding favor with Maryland growers is to grade processing apples by taking a truck sample at the factory platform. This sample would be peeled and cored and payment for the load made on the basis of the actual cannery sample.

At least 500 bushels production per acre should be attained for successful apple orcharding, it has been estimated. Such being the case, Maryland apple growers are being urged to examine their orchard operations critically and to change to the most efficient methods they can find or devise, even to abandoning acreage.

In an effort to stabilize apple prices, soliciting will continue in the four-state fruit marketing co-operative for collective bargaining in processing apples.

Peach growers in the state are being advised to consider quick cooling of harvested fruit; marketing more firm, ripe fruit; and limiting the number of varieties and the season to six weeks. Other recommendations include investigating newer varieties, improving packaging, and marketing ripe fruit at roadside.

To further improve the peach market, growers should have sufficient volume, have confidence in their fruit salesmen, and, above all, market a top product and support promotional efforts.—A. F. Vierheller.

CALIFORNIA

Big Crops, Big Sales

THE California fruit processing industry which packs more than half of the canned fruits sold in the United States heads this month into a better-than-normal supply season with a record sales year of canned goods behind it.

As the traditional date for the new fruit season passed on June 1, veteran fruit growers in the Sacramento and San Joaquin valleys were reporting that fruit trees show every indication of matching last year's tonnage. Producers of the big clingstone and freestone peach crops say the fruit outlook is for a volume at least equal to last year without the sizing problem that developed in 1959. Furthermore, increased acreage in production is anticipated for almost every crop.

Cannery reports indicate that California fruit sales for the 1959-60 season may pass the 53 million-case mark.

The sale of canned clings in the past year has been sensational and will set an all-time record, possibly as high as 21.5 million cases sold out of an available 23.5 million cases.

Sales of canned freestones were disappointing, but movement of canned pears may top the 5 million-case mark, fruit cocktail sales will near 12 million cases, and apricots may go beyond 4.5 million cases.

Last season California fruit packers canned an all-time record volume of 53,157,347 cases which confronted fruit salesmen with the gargantuan challenge of moving a supply of 60 million cases when they picked up the previous year's carryover of canned peaches, applesauce, apricots, cherries, figs, pears, fruit cocktail, and miscellaneous items.

Trade reports, however, indicate that the movement of the huge volume of canned fruit in the past 12 months has been accomplished at relatively low prices and at narrow profit margins for packers.

This profit element, or lack of it,

AMERICAN FRUIT GROWER

LET'S TALK ECONOMICAL SPRAY PROGRAMS...

No fruit grower can afford to overspend on spray materials. But, every grower knows that spending less than he should means disaster. Somewhere between extra expense and penny-pinching is the *truly* economical spray program . . . the one that *does* the job at reasonable cost.

Efficient control at low cost

No grower is going to build his program entirely on prewar chemicals, no matter how little they cost. They can't be economical because they can't do the job.



On the other hand, it isn't necessary to switch to the newest, high-cost insecticides to get excellent control of the full range of insect pests.

Work out an economical program

The basis for an effective and efficient cover spray program is a phosphate . . . for control of resistant insects, chewing insects, mites, aphids and other sucking insects.

The logical phosphate is malathion. In addition to power, it offers extra safety to fruit and foliage of sensitive varieties such as Macs and Cortlands. Because it's low in toxicity to man and animals, it's much easier to handle safely than other, highly toxic phosphates. Finally, it can be used up to 72 hours from harvest of most fruits without causing residue problems.

Residual control

Add a chlorinated insecticide to malathion to get residual control in your cover program. DDT will do the job except where second brood red-banded leaf roller is a problem. For this pest, substitute DDD for DDT. You'll find this program will give excellent control of just about any insect complex likely to occur from first cover till harvest.

Check the figures!

You will find that the program suggested above gives you the kind of economy that makes sense. It provides excellent control of a full range of insects including resistant strains; extra safety to fruit and foliage of sensitive varieties; elimination of



Though malathion is a powerful phosphate insecticide, neither respirator nor special protective clothing is required when handling it.

residue problems and low toxicity that makes safe handling easy . . . all at reasonable cost.

Free Handbook

For 1960 Grower's Handbook, write American Cyanamid Company, Agricultural Division, Dept. AF-6, 30 Rockefeller Plaza, New York 20, N. Y.



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Flat top extends all the way across the conveyor frame, and is adjustable sideways for quickly adapting unit to changes in production procedure. Nine standard belt widths — from 6" to 24". Six table widths — from 18" to 48". Heights adjustable from 16" to 79".

Powered by reliable Handidrive unit; constant or variable speed from 5 to 120 fpm. Table length up to 75 feet. For more details on this production booster, write Dept. S-6.

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There are handsome dividends to be earned in providing your own weather for crops and pasture... there's no better way to do this than with Rain Bird Sprinklers. Get water where you want it, when you want it!

Single installations have more than doubled—even tripled—yields and insured stability of crop income. See your dealer.

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will be a major factor in negotiations at the bargaining tables in the next few months.

The big debate between growers and canners will be over the price of clingstone peaches and the tonnage that will be packed. Fruit packing schedules in California are traditionally tailored around the cling crop which matches the production of all other processing fruits but, fortunately, is the one crop subject to scientific quantity and quality controls.

Last year the cling tonnage target was 565,000 tons after 11% of the full crop was diverted under surplus provisions of the California clingstone marketing order and the average market price was \$59.67 per ton. After culling, growers were paid for 552,700 tons including pickles.

Unless Nature reverses the normal crop picture, cling growers face production from 52,500 acres of cling trees and will have to divert a substantial percentage to bring 1960 supplies in reasonable balance with demand. The outlook is for a harvest of about 700,000 tons of No. 1 fruit but the most optimistic grower doesn't expect canners to agree to a marketable tonnage in excess of 575,000 tons.

Freestone growers face the dreary prospect of poor sales to processors this year and will have to hustle to make their profit, if any, in the fresh market. There are obvious signs that canners will want only small supplies of freestones for canning and there are no indications at all that they will be willing to pay more than the \$45-per-ton they paid in 1959.

The pear outlook is about the same as last year although there may be some reduction in the pack, and apricots, as usual, will do as well as Nature permits.

Recognizing the need to adjust production to demand, cling growers agreed on May 6 to continue marketing controls over their crop for another three years despite militant opposition to the marketing order.

The market order signup—assent is required from 51% of the growers with 65% of tonnage and from 65% of canners by number and volume—was the quickest in the industry's history, being accomplished in about 30 days. The final vote figures, released by the Bureau of Markets, showed that 60% of growers producing 68% of tonnage and 70% of the state's 39 packers, processing more than 85% of tonnage, had approved the order.

Extension of the marketing order was a signal victory for the California Canning Peach Association, the bargaining co-operative that represents about half of California's cling growers. It led the fight to continue the

FRUIT CROP OUTLOOK

according to USDA (May 1 condition)

PEACHES: In 9 southern states: 15,525,000 bushels, 4% above last year. Prospects above last year in all of these states except South Carolina and Georgia.

PEARS (California): Bartletts and other pears above average, not greatly different from 1959.

CHERRIES: Low temperatures during April 17-25 severely injured sweet and sour cherries in both Utah and Colorado. Colorado sweet cherries reported near a complete failure.

California's sweet cherry crop: 33,000 tons, nearly two and one-half times last year's short production but still only 12% above average.

Oregon sweet cherries above average although below that of last two seasons; sour cherries the lowest since 1954.

Low temperatures occurred in Michigan fruit areas last week of April but reports indicated little damage.

PLUMS & PRUNES: California plum crop, 80,000 tons, 14% below last year but equalling 10-year average. Prunes, 72%, 4 points below a year ago.

APRICOTS: California, 230,000 tons, 10% larger than last year and 30% above average.

marketing order under which California clings have been produced and processed since 1938.

While cling growers were renewing marketing controls, freestone growers were developing their first marketing order for canning fruit. It is aimed at establishing as a first step quality controls and crop promotion. The new freestone order which does not include any surplus regulation feature will be voted on this month but will probably not become fully effective until next year, if it is approved by growers. Unlike the cling order, the freestone regulation will cover only producers and does not control processing operations.—William J. Monahan.

UTAH

Severe Frost Damage

FROST damage during April 16 weekend in Utah County was estimated at \$3 million by Joe Barlow, county agricultural agent. The county's fruit growing area, according to Barlow, will lose an estimated two-thirds of its crop this year. This is the second consecutive year damage to fruit crops has seriously hit the county.

COLORADO

Worst in 20 Years

NEARLY 70% of the fruit crop of the western slope was destroyed by below-freezing temperatures April 25-26, with damage estimated near \$6 million, according to Paul Swisher, state agriculture commissioner. It was called the worst frost in 20 years.

FLORIDA

Fruit Thieves

BETWEEN February 2 and February 20, Florida Citrus Mutual paid rewards to 25 people for turn-

AMERICAN FRUIT GROWER

ing in names of people stealing fruit which led to their conviction, reports Bill Pederson, president of Waverly Growers Co-operative. Thirty-one men, three women, and six boys were involved in the cases. The greatest theft reported was 430 boxes in Hardee County.

In his weekly newsletter, Pederson pointed out that sentences varied. In fact, he stated, some of the fines were a fraction of the rewards paid by Florida Citrus Mutual.

"I don't propose hanging people for stealing fruit," Pederson said, "but surely something should be done to stop stealing."

Calendar of Coming Meetings & Exhibits

June 3—Almond Day, University of California, Davis.

June 4—Walnut Day, University of California, Davis.

June 8—Summer Orchard Day, University of Illinois Agricultural Experiment Station, Urbana.—Bob Rogers, Sec'y-Treas., Illinois Fruit Council, 302 W. Walnut St., Carbondale.

June 16—Small Fruits Day, Ohio Agricultural Experiment Station, Wooster.

June 17—Upper Peninsula Experiment Station Open House, Chatham, Mich.

June 23-25—National Apple Institute annual meeting, George Washington Hotel, Winchester, Va.—C. B. Lewis, Chairman of the Board, NAI, Washington Bldg., Washington 5, D. C.

June 30—Ohio Apple Institute and Ohio State Horticultural Society joint meeting, Dr. O. Reed Jones Orchard, St. Rt. 662, Guernsey County (north of Cambridge).—OAI, P. O. Box 478, McArthur.

July 6—Florida Mango Forum festival, Mounts Bldg., Palm Beach County Agricultural Center, 531 N. Military Trail, West Palm Beach.—Seymour Goldweber, Exec. Sec'y, FMF, 1102 N. Krome Ave., Homestead.

July 6-7—Blueberry conference, Collins Auditorium, Blake Hall, Rutgers University, New Brunswick, N. J.—Norman F. Childers, Rutgers University, New Brunswick.

July 12-13—Texas Pecan Growers Association annual meeting, Brownwood.—F. R. Brison, Sec'y, College Station.

July 25—Dwarf Fruit Tree Association summer meeting, New York State Agricultural Experiment Station, Geneva.—R. F. Carlson, Sec'y-Treas., Michigan State University, East Lansing.

July 25-27—International Apple Association annual convention, Hotel Fontainebleau, Miami Beach, Fla.—Fred S. Johnston, General Chairman, Seald-Sweet Sales, Inc., 110 Oak Ave., Tampa 1, Fla.

Aug. 2-3—Ohio Pesticide Institute, Ohio Agricultural Experiment Station, Wooster.

Aug. 4—Orchard Day, Ohio Agricultural Experiment Station, Wooster.

Aug. 7—Michigan Nut Growers' Association summer meeting and annual picnic, Rose Lake Wildlife Experiment Station, 10 miles east of Lansing.

Aug. 7-10—American Institute of Cooperation summer conference, University of California, Berkeley.—AIC, 1616 H St., N. W., Washington 6, D. C.

Aug. 26—Maine Blueberry Festival, Union Fairgrounds, Union.

Sept. 11-14—Produce Packaging Association annual convention and exposition, Americana Hotel, Miami Beach, Fla.—Robert L. Carey, Exec. Sec'y, P. O. Box 29, Newark, Del.

Sept. 27-29—Florida Fruit & Vegetable Association annual convention, Hotel Fontainebleau, Miami Beach.—J. Abney Cox, General Convention Chairman, Princeton.

Oct. 13-22—National Apple Week.—Norm Eschmeyer, Manager, National Apple Week Association, 1302-18th St., N.W., Washington 6, D.C.

Nov. 18-24—National Farm-City Week.—National Farm-City Committee, Kiwanis International Bldg., 101 E. Erie St., Chicago 11, Ill.

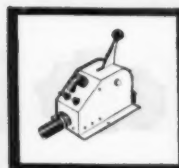
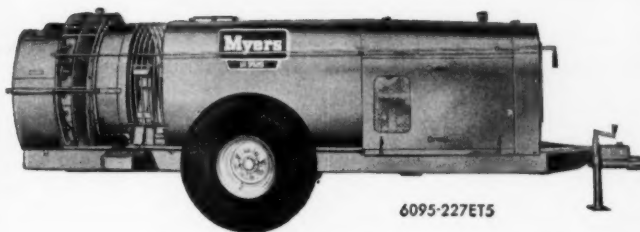
Nov. 21-22—Illinois Fruit Council annual meeting, Abraham Lincoln Hotel, Springfield.—Bob Rogers, Sec'y-Treas., 302 W. Walnut St., Carbondale.

Jan. 23-28, 1961—New Jersey Farmers Week, Trenton.—Phillip Alampi, Sec'y, New Jersey Department of Agriculture, Trenton.

Jan. 30-Feb. 3—Ohio State Horticultural Society and Ohio Vegetable and Potato Growers joint annual meetings, Sheraton-Cleveland Hotel, Cleveland, Ohio.—C. W. Ellenwood, Sec'y, Rt. 2, Wooster.

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Exclusive Air Handling Makes the Difference—Powerful, twin centrifugal fans send a high volume of air off the fan blades straight into tree foliage. Tapered outlet case directs a properly proportioned spray pattern into all areas of the foliage. Spray from both sides at once or, to increase foliage penetration, send all air out one side by adjusting sliding covers for right or left hand spraying.

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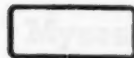
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HIGHER YIELD, HIGHER QUALITY—

"We have been on the full ORTHO program for two years now and have increased tree vigor which has resulted in higher yields and higher quality fruit," reports Russel Senn of Old Hickory Orchards, La Crescent, Minn. "We are running 90% or better fancy or extra fancy fruit. I also have noticed a much heavier bud set on the trees the past two years."



TOP MARKET PRICES—

Peach grower Sam Revis of Hope, Ark. (pictured left with ORTHO Fieldman Bill Grover) reports, "In spite of the largest peach crop we've ever had in this area, I sold some of my ORTHOCIDE sprayed peaches for as high as \$5 a bushel — none less than \$2.50 — while peaches were selling all around me for \$1. So it's easy to see why I'm so sold on the ORTHO program and the follow-through of ORTHO field service."

ORTHOCIDE can bring you top market prices

This outstanding fungicide, used on growing fruit, has improved the color, finish and keeping quality of fruit for leading growers everywhere. Ask your local ORTHO Fieldman how ORTHOCIDE (captan) in an ORTHO program can bring you top market prices, too!

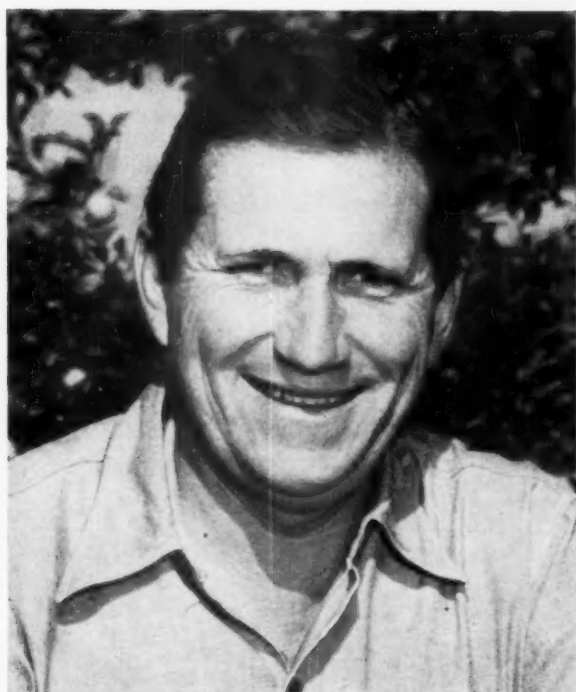
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yields, increased sales:



LOW COST, HIGH RETURN — "ORTHO-CIDE is not only the best fungicide on the market, but it is also the lowest in cost when you figure out your harvest returns," says Mr. Elmore Fraleigh of Red Hook, N.Y. (pictured left, with ORTHO Fieldman Bill Evans). Before using the ORTHOCIDE program, 40% of Mr. Fraleigh's Stayman variety were cracking, but now he finds

that very few are cracked. "I find that ORTHOCIDE is an excellent preventative with a very good kick-back action. I've never worried about the finish or scab on my apples since switching to the ORTHOCIDE program," says Mr. Fraleigh.



(pictured left, with ORTHO Fieldman Horace Berry.) "The year after I got a tremendous yield I had another above-average yield, against most people's predictions. And I attribute this consistent crop success in part to ORTHOCIDE," adds Mr. Ledford.

CONSISTENTLY HIGH YIELDS — "Ever since I started using ORTHOCIDE exclusively, my scab control has been 99% effective and the finish of my apples has been superb," says Mr. Lutz Ledford of Shelby, N.C.



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APPLES

NAI on Residues

IN a progress report on clearances for specific chemicals and what to do, NAI gives its grower-members some advice about guaranteeing compliance that bears repeating.

Rockwood Berry, NAI special assistant, points out that growers as well as manufacturers are being asked by many distributors to give a written

—BE SURE WITH SPRAYS—

- Follow directions on the label.
- Do not apply sooner or later or more often than recommended.
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- Measure dosages accurately.
- Keep a written record of dosages used, dates and method of application.

certification of compliance with FDA and USDA regulations.

However, some of the printed forms in circulation contain provisions apparently intended for manufacturers who can and must stand responsible for anything that might happen to their products in containers after leaving their hands. Berry warns growers that they must beware of accepting responsibility for spoilage or mistreatment that might occur beyond their control.

To be able to certify that their produce does not have excessive residues and is in compliance with FDA and USDA regulations, growers must keep current detailed records of spray applications, including date, materials used, concentration, and acreage sprayed.

Apple Pomace and DDT

APPLÉ pomace containing DDT or the residue of certain other pesticides is not suitable as feed for dairy animals and may not be suitable for meat animals, USDA says.

Investigations show that these chemicals may leave residues that are within safe tolerances on fresh apples but are concentrated many times in the pomace.

Growers should be vigilant in keeping apple pomace from being fed to dairy and meat animals unless it has been analyzed and cleared for use.

Changes Proposed

REVISED U. S. Standards and Grades of apples for processing have been proposed by USDA. Under the proposed standards, fruit could be designated as U. S. No. 1 Top Quality. Apples in this classification would have to meet all requirements of U. S. No. 1 grade. Allow-

able waste would be limited to not more than 2½%. Allowable waste for U. S. No. 2 would then be 12%.

A Cider Grade would also be provided. Apples qualifying for it would have to be free from decay, worm holes, and internal breakdown, but no limit would be placed on amount of loss from other defects incurred in usual commercial preparation.

Comments on the proposed standards must be submitted in writing by March 31, 1961, to E. E. Conklin, Chief, Fresh Products Standardization and Inspection Branch, Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

Does It Pay to Irrigate?

SPEAKING before the 89th annual meeting of Michigan State Horticultural Society last year, Howard Clupper, Dowagiac, Mich., presented some interesting observations on irrigating that are worth repeating.

Clupper has been irrigating mature apple trees for eight consecutive years. Here's a list of the beneficial results as he has noted them:

- Continual growth in terminal and spur formation.
- Continued nutritional supply through ample soil moisture.
- Apparently tends to control annual bearing on difficult varieties.
- Increases efficiency of "stop drop" sprays.
- Helps to maintain a high quality finish and prevents fading of early color (especially true in McIntosh if an extreme hot spell comes just before harvest).

Clupper observed the following dangers in irrigating apple trees:

- May cause late maturity of wood under certain conditions.
- In the case of Jonathan and McIntosh, may cause fruit to be too large for present-day demands.
- During especially dry years, irrigated orchards will attract water-starving mice into the area and winter damage will be greater. This will demand a more thorough mouse-control program.

Clupper believes that there is a definite future for irrigating tree fruits. He predicts:

- As good land becomes more scarce, more attention will be given to irrigation of tree fruits.
- It appears that with the coming of semi-dwarf orchards, irrigation will become an annually accepted cultural practice.
- Just as there are spraying and soil management specialists, we may expect irrigation specialists, who will work on a fee basis, determining when and how much to irrigate.

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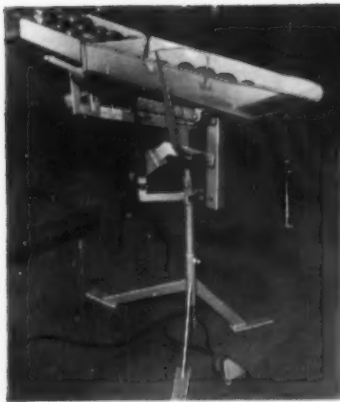
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BERRIES

Strawberry Killer

VERTICILLIUM WILT or "summer dying" is found in most of the regions where strawberries are grown. In some areas this disease has become of considerable economic importance because of the introduction of very susceptible varieties and the practice of cropping strawberries after tomatoes.

In New Jersey and other eastern states, for example, the wilt problem is becoming greater because of the increasing popularity of very susceptible varieties such as Jerseybelle, Earldawn, Dixieland, and Pocahontas.

Symptoms of wilt in spring-set plants first appear in June and continue to develop until fall. If wilt develops rapidly, symptoms suggest those caused by too much fertilizer or by grub injury to the roots. Generally, however, the outer leaves of diseased plants have a dull, grayish-green color and lie close to the ground in contrast to the bright-green and upright leaves of healthy plants.

Affected leaves may appear reddish and dark lesions may be present on the petioles and stolons. The outer leaves progressively wither and die until the plant is dead. Some plants continue to live, but leaves are smaller and spindly side crowns may develop. If runner plants are well rooted before the mother plant dies, they often continue to grow and appear to be healthy.

Symptoms are most severe the first year, and are often difficult to recognize the following year.

The fungus that causes wilt is usually called *Verticillium albo-atrum*. It is a common mold found in the soil and is able to attack a great variety of plants such as fruit trees, cane fruits, potatoes, tomatoes, eggplants, and a great many other cultivated plants and weeds. The fungus gets into the plants through the root system and eventually invades the tissues.

Great quantities of tiny, black bodies known as microsclerotia are produced by verticillium in the refuse left in the soil, particularly after tomatoes, potatoes, eggplants, and other members of the solanaceous or potato family. The microsclerotia are very resistant and permit the fungus to survive unfavorable growing conditions. They are known to live for many years in fields left in fallow or cropped to immune plants.

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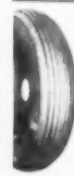
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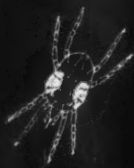
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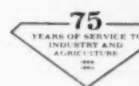
impair the health of trees as well as the quality of nuts.

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very high level in fields in which tomatoes and other solanaceous crops are grown, susceptible strawberries should never be planted after such crops unless it is certain they were free of wilt. Well over 75% of a very susceptible strawberry variety may be killed in fields previously cropped to tomatoes. Crop rotations of three or four years with immune crops such as grain or grass may help to reduce the population of verticillium in the soil, but control has generally been inadequate.

The tiny, black microsclerotia are not easily killed by most of the common soil fumigants. Chloropicrin (tear gas) has been used successfully in California, but the cost is prohibitive for many growers. There is also danger that the fumigated soil will become contaminated with root-rotting fungi that spread rapidly in the soil in the absence of their natural enemies.

The most effective and economical control measure appears to be use of resistant varieties. About 80 varieties and promising selections have been field tested the past two years in New Jersey, and several have been found that show a high level of resistance. The most resistant varieties tested were Vermilion, Catskill, Cavalier, Siletz, Surecrop,

tural and economic reasons. Catskill, for example, is a fine berry for local markets but is too soft for shipping. Surecrop is promising and is also resistant to races of red stele fungus.

Until suitable resistant varieties are available for his area, the grower should avoid planting strawberries after such crops as tomatoes, potatoes, and eggplants. Some growers may find that they can afford the use of chloropicrin. Instructions for its use should be obtained from the local county agent or agricultural experiment station. Soil must be fumigated with great care and thoroughly for worthwhile results.—*Eugene H. Varney, Rutgers University, New Brunswick, N. J.*

CHERRIES

Report on Cherry Harvesters

A 32-PAGE well illustrated report entitled, *Mechanizing the Harvest of Red Tart Cherries*, has been released by Michigan State University. The report describes the experimental work conducted from 1956 to 1959 by USDA researchers J. H. Levin, S. L. Hedden, R. T. Whittenberger, and MSU's H. P. Gaston. For a copy write Michigan State University Agricultural Experiment Station, East Lansing.

Mechanization Ahead

BASED on limited observations last year, Prof. John C. Cain, pomologist at New York State Agricultural Experiment Station, Geneva, has drawn up the following tentative suggestions to be considered by growers who wish to prepare their sour cherry orchards for mechanical harvesting.

- Site should be reasonably level and free of stones and other obstructions beneath the trees.

- Clearance between lowest branches and ground should be at least 2 feet at trunk and 4 feet at a point 10 feet away.

- The part of the limb to which the shaking boom is to be attached should be visible to the operator of the harvester.

- Branches which cannot be shaken from one direction to another should be removed.

- Reduce number of branches to be shaken to three to four.

- Orient the "fan" of branches to be shaken so that the harvester requires a minimum of manipulation for all the trees in a row.

- In new plantings, tree spacing should be adapted to moving the harvester through the orchard and trees should be trained to a high head.



Verticillium wilt was so severe by midsummer that this new planting of Jerseybelle (foreground) and Sparkle (background) was plowed under. Field had been planted to tomatoes.

and Robinson. Moderately resistant varieties included Blakemore, Howard 17 (Premier), Aberdeen, Temple, and Tennessee Beauty. Blakemore, usually considered to be resistant, is grown extensively in Arkansas and central southern U.S.

Among the most susceptible varieties were Earldawn, Dixieland, Jerseybelle, Sparkle, Midland, and Pocahontas. Almost all plants of Earldawn and Dixieland were killed by the end of the summer.

Most of the resistant varieties listed above are not grown extensively in New Jersey for horticultural



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Willoughby, Ohio



By HENRY BAILEY STEVENS

Our Built-In Blessing IN THESE DAYS when such a premium is put in the market upon individual packaging, maybe orchardists ought to stress more the advantages which Nature has given us. Consider the orange rind, tight-packed as if with rock-wool; the delicate but tough skin of apple; the fast rough tweed of peach; the hand-carved individual shell of walnut; the smooth machined casing of pecan; the kid-gloved tegument of plum and grape; the deep shagreen of avocado; the fuzzy thatched chamber of almond; the slick oilskin of pear and cherry; the thick pelt of lemon; even the porcupine-quilled burr of chestnut.

In each case the good old Mother has rewarded us for the years we sacrificed to grow a bark-covered trunk and branches whose fruit-buds have caught the tree spirit. Here's a built-in service to the consumer. Might not all fruit and nut growing associations co-operate in some way in calling the point to public attention? Perhaps through the uniform trademark of a Tree?

Treasures of the Snow LAST WINTER, writes Patricia Culver of Buffalo, N.Y., my much-babied strawberry patch was buried under a howling avalanche. Shivering in my quilted jacket and fur-lined boots, I pitied whatever spark might still be hibernating in the roots. I wondered, had I tucked them in with enough mulch? I should have trusted more their Creator, as expressed in Job, "Hast thou seen the treasures of the snow?" Come June, here they are, red gems among the green. I had tucked them in, but God had kissed them goodnight.

PLEASE! MOTHER NATURE

*By Mrs. Melvin Shick
New Bethlehem, Pa.*

Pin back the rain clouds,
Let out the sun,
Hang the rainbow up high;
Call out a bird,
Let it be heard,
Make the grass warm and dry!
Open the blossoms,
Brush away raindrops,
Polish the leaves on the tree;
Take the soft mist,
By the wind be it kissed,
Lock up the rain with a key!

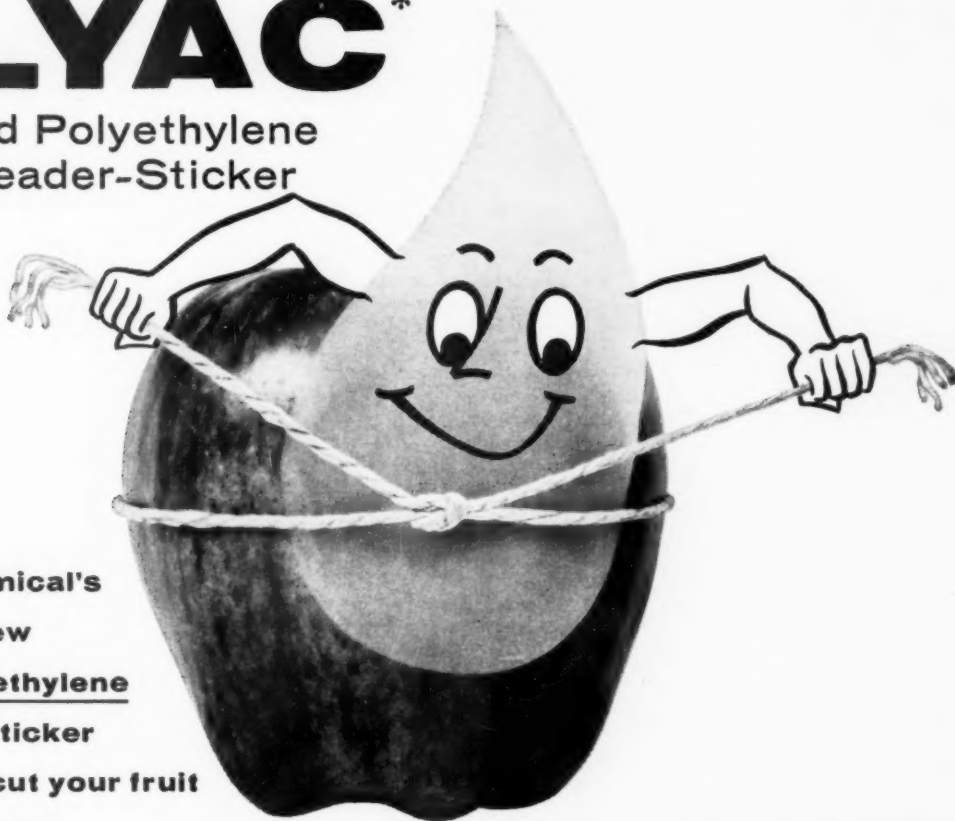
AMERICAN FRUIT GROWER

Sprays really stick and stay

with

PLYAC*

Liquid Polyethylene
Spreader-Sticker



**Allied Chemical's
amazing new
liquid polyethylene
spreader-sticker
helps you cut your fruit
spray costs!**

Here's good news for fruit growers! Allied Chemical's Plyac spreader-sticker helps *all* sprays to stick better and last longer—even in rainy weather when other sprays wash off easily.

Result: by adding Plyac to your insecticides and fungicides you'll get more effective pest control. You'll need to do less re-spraying . . . stretch the time between sprays . . . save time and money.

Plyac spreader-sticker is a non-oil type product which comes in easy-to-use liquid form. Can be added to wettable powders, sprays and emulsifiable concentrates. Only 2 to 4 ounces are needed for each hundred gallons of spray mixture.

Use Plyac spreader-sticker in your cover sprays this season!

FOR YOUR COVER SPRAYS

To get healthier looking, better priced fruit . . . use these dependable General Chemical Orchard® Brand products . . . and remember to add Plyac for maximum effectiveness!

TDE for Red Banded Leaf Roller and other pests. Available as 25% TDE Emulsifiable Concentrate and 50% TDE Wettable Powder.

GENITOX® DDT for Codling Moth, other major insects. Available as 50% and 75% DDT Wettable Powders.

Also: Malathion, Lead Arsenate, Ovex, TEPP, Parathion and such fungicides as Phygon Wettable Powder, Micro-Dritomic® Sulfur and Ferbam Wettable Powder.

*Trademark of Allied Chemical Corporation

*Serving agriculture
from coast to coast*



GENERAL CHEMICAL DIVISION

40 Rector Street, New York 6, N. Y.

WE WILL SEND YOUR FRIENDS A FREE GIFT!

We know you like to do your friends in the fruit business a "good turn". So just fill in the names and addresses of your fruit growing friends in the space below—and we will gladly mail them FREE a copy of AMERICAN FRUIT GROWER with your compliments. Absolutely no obligation, absolutely no charge to them or to you.

AMERICAN FRUIT GROWER

Willoughby, Ohio

Yes—I would like to do a "good turn" for my friends. So please mail a free copy of AMERICAN FRUIT GROWER with my compliments to the persons listed below.

If possible send the June, 1960 issue

To

Address

City..... Z..... State.....

• • •

To

Address

City..... Z..... State.....

• • •

To

Address

City..... Z..... State.....

• • •

To

Address

City..... Z..... State.....

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To

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City..... Z..... State.....

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To

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City..... Z..... State.....

Sender.....

Address.....

AFG-6

YOUR OBLIGATION

(Continued from page 9)

When a legal tolerance for a pesticide is established and an appropriate label is accepted for registration, it is generally conceded that safety factors ranging from 10- to 100-fold are included in evaluating the data on performance, residue persistence, and toxicity. At times such factors are superimposed one upon another until the possibility that an actual hazard may exist is extremely remote.

The manufacturers of insecticides and other pesticides spend millions of dollars each year on research to obtain the data that are required to establish the validity of their labels.

These labels are placed on every container for the guidance and protection of the user, and growers who carefully read and closely follow instructions and warnings placed on pesticide containers will encounter little or no difficulty in meeting the tolerances established.

However, those who are careless or take chances may easily get into serious trouble. If the label says use 1 pound per acre or per 100 gallons of spray, it means 1 pound, not 2 or 3. Likewise, if the label says, "Do not apply to crops within one month of harvest," it means just that. When a grower ignores the provisions on the label and takes matters into his own hands, he assumes a calculated risk for which he and he alone is responsible.

All pesticide users should be fully aware that the mere fact a given pesticide can be purchased in the marketplace does not mean it can be used promiscuously and without danger on any and all crops. Such is rarely the case.

Trouble is most apt to develop when and if growers attempt to use readily available pesticides for unaccepted uses or in an unapproved manner, or decide to experiment on their own with new and inadequately tested materials. Thus, it is imperative for a grower to determine in advance that each pesticide he proposes to use has label acceptance for use on the particular pest and crop involved.

Repeated surveys conducted in various parts of the United States and Canada to determine the magnitude of pesticide residues on fruits and vegetables invariably show that the vast majority of all samples collected carry residues less than one-half the legal tolerance. Very few have residues close to the tolerance level and, in general, less than 1% of all samples have residues in excess of the tolerance.

Wherever we have been able to

check on the cause of the latter, they were found to be due to some misuse or an oversight; for example, the drift of spray being applied on late varieties onto adjacent early or mid-season varieties ready for harvest has been the most common cause of excessive DDT residues on apples.

Fruit growers, alarmed by the cranberry fiasco of last fall, are apprehensive lest another unfortunate incident involving any fruit crop might destroy public confidence and thereby wreck the entire fruit-growing industry. To eliminate the possible occurrence of such a tragedy, horticultural societies, growers' associations, and individual growers should take all possible steps to police their own industry to the end that no grower would dare to risk a misuse or unauthorized use of any pesticide.

Many produce brokers, chain store companies, and food processors, in an effort to insure that the products they buy will be in compliance with the law and meet prescribed tolerance requirements, are demanding that growers certify that they used registered pesticidal chemicals applied in strict accordance with recommended procedures.

To meet such requirements and to make sure that they can document their actions if and when the necessity arises, fruit growers will do well to keep a full and complete day-by-day record of their spraying or dusting operations—in fact, of all agricultural chemicals used. Such records should clearly show the names of all chemicals used, the amount used, and the method and time of application. Records of chemical usage in adjacent fields, particularly those made at or near the fruit harvest period, may likewise prove useful.

In the last analysis, it seems highly probable the fruit grower is the one most likely to be held responsible for any unlawful residues that may be detected.

It is imperative that he keep in close touch with all pest control operations undertaken on his own and adjacent land. Furthermore, if there should be a careless or irresponsible operator in his neighborhood, he might do well to assume the role of "his brother's keeper" or at least his guardian.

FDA is requesting increased appropriations to permit expansion of its field force for the avowed purpose of cracking down on any further misuse of pesticides. The number of incidents it will uncover will depend entirely upon how closely growers adhere to approved label recommendations and restrictions. Thus, the future of the fruit industry is squarely in the hands of the individual fruit growers. THE END.

AMERICAN FRUIT GROWER

THE QUESTION BOX

Don't be perplexed! Send us your questions—no matter how big or small. A 4-cent stamp will bring you an early reply. Address: The Question Box, AMERICAN FRUIT GROWER, Willoughby, Ohio.

NEW BLACKBERRY FOR TEXAS

I understand a new blackberry called Brazos has been developed for my area. Can you tell me more about it, also where can I get plants?—Texas.

The Brazos is an erect type of blackberry developed for East Texas by Texas Agricultural Experiment Station. It shows greater vigor and less evidence of disease than either Lawton or Humble. The fruit is larger and maintains its size longer during harvest than these other two varieties and is softer than Lawton. The Brazos also matures earlier than either Lawton or Humble. Average yields have been 6500 pounds per acre.

Plants are available in limited quantity from Wells Nursery and Orchard, Box 146, Lindale, Tex., and O. S. Gray Nursery, Box 513 Arlington, Tex. J. F. Rosborough, 2754 S. Chilton Ave., Tyler, Tex., will have a supply of Brazos for sale next winter.

WHO MAKES IT?

I am in the market for a Paragon sprayer. Can you tell me who makes it?—Maryland.
Campbell-Hausfeld Co., 209 Railroad Ave., Harrison, Ohio.

CLIMBING STRAWBERRIES

I've heard mention of a new "climbing" strawberry which can be trained to grow up trellises. Is there really such a variety?—Washington.

A climbing strawberry is really nothing more than a strawberry plant that is staked, trellised, or "tied up." Most strawberries are "climbers" in this sense. You can take your favorite variety and train it as a "climber." There are, however, some varieties that make runners more freely than others and so are especially well suited to training as climbers, such as Robinson. Everbearing types are particularly good for training in this fashion, for example Gem, Brilliant, and Superfection.

A much publicized German variety is Sonjana, which is well suited to use as an ornamental climber.

FRUIT VENDING MACHINES

While visiting the West Coast I saw a number of self-service apple vending machines. Who makes them?—Pennsylvania.

Fruit-O-Matic Manufacturing Co., Box 163, Van Nuys, Calif.

PROTECTION FROM BIRDS

Where can I get cheesecloth covers to keep the birds off of my fruit trees?—New York.

Chicopee Mills, 47 Worth St., New York 13, N. Y.

STRAWBERRY DISEASE BULLETIN

Is there a booklet or other printed material available on strawberry diseases and their control?—New Jersey.

The USDA has a new booklet which contains excellent information on the symptoms and control of strawberry diseases. Send 15 cents in coin to Superintendent of Documents, Government Printing Office, Washington 25, D. C., and ask for Farmers' Bulletin No. 2140, *Strawberry Diseases*.

JUNE, 1960

EDWARDS TRANS-FORK

Fits any make
of Tractor!

Handles Either
Boxes or Bins!



(Above) Edwards Trans-Fork, 60" model, complete with Hold-Down and Side-Shift. Full 60" lifting height is more than enough to stack bins and load trucks. Low overall height (closed) of 52".

IDEAL TOOL FOR ORCHARD USE

- Load capacity 2500 pounds 24 inches from face of fork to center of load.
- Sealed ball bearings support carriage and chain.
- Lifting heights available: 60", 72", 100", 120", 145" and 172".
- Side-Shift available for all models.
- Hold-Down available for all models for handling boxes or bulk bins.

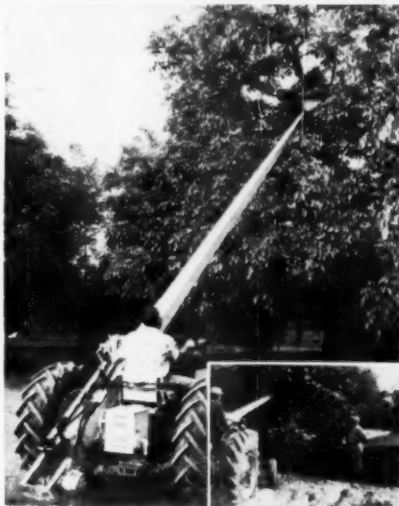
The Edwards Trans-Fork is efficient, rugged, economical! Thoroughly field tested . . . your best buy in a tractor fork-lift. Ask for a demonstration. Order now from your local tractor dealer, or for complete information, write . . .

EDWARDS EQUIPMENT CO.

MANUFACTURERS OF SPECIAL FARM EQUIPMENT

4312 Main Street

Yakima, Washington



Above left, Gould Hydraulic Boom Shaker operating in a walnut orchard. At lower right it is shown shaking sour cherries into a canvas catching frame.

Gould Hydraulic Boom Shaker is, of course, unequalled in harvesting walnuts, almonds, pecans, filberts, olives and prunes. The trend to complete mechanical harvesting is growing. Get all the facts. Fill in the coupon.

GOULD Hydraulic Boom SHAKER

Dealer inquiries invited from all fruit growing areas.

Harvest up to 70 trees per hour

. . . Yes, with only four men the Gould Hydraulic Boom Shaker and low-profile catching frame harvest 50 to 70 trees per hour in California prunes. In this manner up to 8 acres of prunes a day are harvested with this small crew.

BIG NEWS last year was the use of the Gould Hydraulic Boom Shaker and a catching frame in sour cherries. Extensive field experiments in this crop proved (1) harvesting costs can be reduced at least \$189 per acre (1.986 per lb.) in comparison with hand picking; (2) percent of fruit removed from trees was the same and percent of bruising was no greater than in hand picking.

More soft fruits will be tried this year (peaches, apricots, apples). The Gould Hydraulic Boom Shaker is, of course, unequalled in harvesting walnuts, almonds, pecans, filberts, olives and prunes. The trend to complete mechanical harvesting is growing. Get all the facts. Fill in the coupon.

GOULD BROS. INC.
12570 North Capital Ave., San Jose, Calif.
Please send me facts on the Gould Hydraulic Boom Shaker and name of nearest dealer.

Name _____
Address _____
City _____ State _____

SATISFACTORY SCAB CONTROL NO LONGER GOOD ENOUGH

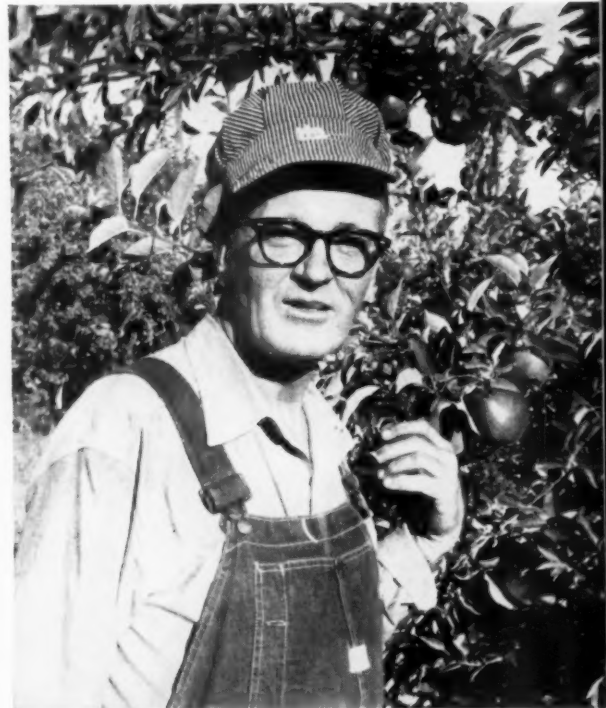
*Last year, these growers tried Cyprex 65-W fungicide
and got near-perfect apple scab control.
Here's why they'll no longer settle for less...*



"Cyprex fungicide has 100% covering power"

*Phil Bessire, Nashville Orchards, Inc.
Nashville, Indiana*

"Cyprex gives us that all-important 100% covering power. That is, it sticks to fruit and foliage even during and after heavy rains... something no other fungicide has been able to do. It gives us between 90 and 95% control of primary and secondary infections. We heard about Cyprex through Purdue University and we used three sprays on our entire crop of 250 acres. We also found it has excellent 'kick-back' qualities."



"Long 'kick-back' action"

Varnum Dilly, Lacota, Michigan

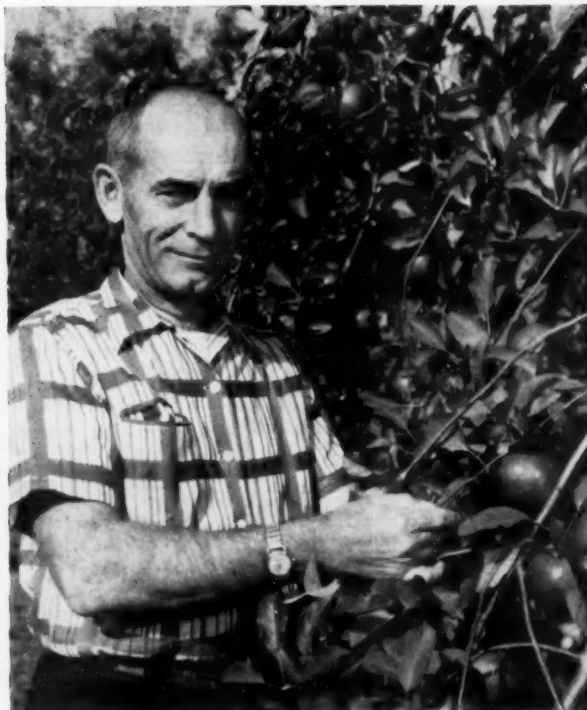
"Cyprex gave me almost perfect scab control on a 10-acre test block. Scab incidence was less than 1/10 of 1%. This means Cyprex can, and has, saved me as much as \$1.90 out of each \$2.00 lost under another scab schedule. Incidentally, on three occasions I used Cyprex after heavy rains and still got excellent results. This indicates that Cyprex fungicide has comparatively long 'kick-back' action."



"Reduced spraying costs 20%"

William D. Smith & Sons, Greenville, Michigan

"Cyprex has reduced sprayings 33%, our costs 20% ... and has given us 100% protection against scab. Before we used Cyprex, we sprayed 12 to 15 times a season. With Cyprex fungicide we've cut that operation to 6 or 7 sprays ... taking into consideration weather, humidity and so forth. We started using Cyprex after hearing about its performance in Michigan State tests. It has given us savings in time, costs and manpower."



"95% protection against scab"

Edward Lynd, Lynd Fruit Farm, Pataskala, Ohio

"Cyprex fungicide has given us 95% protection against apple scab. This is vitally important considering U.S. No. 1 fruit brings from \$3.00 to \$4.00 per bushel and Utility Grade only \$1.50. The Horticultural Department of Ohio State University introduced us to Cyprex. We first tried it on 200 trees. Now, we'll steadily increase its usage."

Cyprex, a 65% wettable powder, is available through your regular supplier in 25 and 50-lb. containers. Ask your County Agent about Cyprex or write for free leaflet PE 5061. American Cyanamid Company, Agricultural Division, New York 20, N. Y. *Cyprex is American Cyanamid Company's trademark for its dodine fungicide.

CYANAMID SERVES THE MAN WHO MAKES A BUSINESS OF AGRICULTURE



FOR OUR READERS

Because Roadside Stand Sales are becoming more important and profitable, we thought we could help you by making Roadside Stand Signs available at the lowest cost.

The signs are printed on waterproof, heavy board—22" x 28", in two colors. One color is Orange Day Glow which shines in the daytime. The sign has a dark green background. It is eye catching and appealing. Here is what it looks like—

STOP
"BUY THE BEST"
FARM FRESH
PRODUCE

In addition, individual fruit and vegetable strips, which can be attached to the big sign, are available. These strips are 28" long x 5" wide. Here is what they look like—

SWEET CORN

PEACHES

The price for the Big Two Color sign is \$3.00 apiece, or two signs for \$5.00. The strips are 50c apiece or 10 for \$3.50.

Send Your Order To—

Roadside Stand Sign Dept.

American Fruit Grower

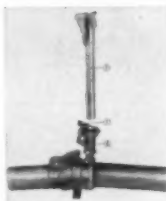
Publishing Company

Willoughby, Ohio

NEW FOR YOU

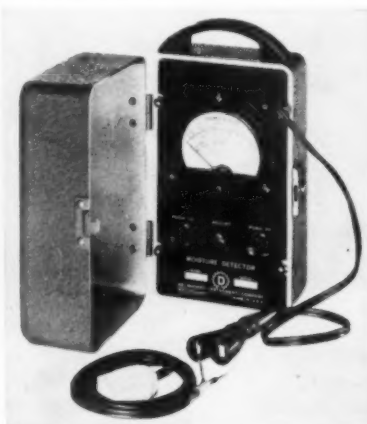
Riser Quick Coupler

Any irrigation system must be designed to make the attachment of sprinkler heads and risers quick, efficient, and easy. A new riser Quick Coupler, which I saw in Michigan, does just this. The new coupler can be used on your old system and requires only a downward push to lock the riser in place. You don't have to twist or turn. You'll want to know all about this new Quick Coupler, so why not write Henry Sander, Shur-Rane Dept., Food Machinery and Chemical Corp., Dept. AFG-1, San Jose 1, Calif.?



Know—Don't Guess

If you have an irrigation system or are planning to install one this year, be sure to incorporate a moisture detector which will tell you accurately when to irrigate. Too much irrigation can be harmful to certain



varieties and, in addition, is costly. Don't waste water and power: use a moisture indicator such as the one pictured. AMERICAN FRUIT GROWER readers can get full information on this unit by writing Wm. J. Delmhorst, Delmhorst Instrument Co., Boonton, N. J.

Mmmm Good!

I thought I had tasted just about all the fruit juices on the market, but I had a pleasant surprise at the New York Horticultural Show. There I was introduced to a can of Raspberry-Apple Treat, and that's

exactly what it was. R. T. Schofield, Westfield Food Products, Inc., Westfield, N. Y., would be more than happy to tell you about all the flavors they handle, and I think you would be well pleased.

Grower Tested

We have been impressed with the number of successful growers who are using sprinkler irrigation. As one grower said, his system paid for itself in one year. Growers have had excellent results with Wade'Rain systems. This year, Wade'Rain has



introduced a new hydrant valve which features a durable flat valve that is chatterproof at all pressures and at any valve setting. Write Wade Newbegin, R. M. Wade & Co., Dept. W25-5-60, 1919 N. W. Thurman St., Portland 9, Ore., for further details.

Automatic Bagger

A new bagger, which impressed me, is pictured below. The machine weighs fruit or vegetables on a moving belt, not in the hopper. In addition, the unit handles 15 bags a minute, and because the Bag-O-Matic can



be fed straight in or at a 45-degree angle, it is adaptable to almost any space requirement. It's easy to find out more about it—just write Bruce Rose, Rose Manufacturing Co., 1714 S. First St., Yakima, Wash.

AMERICAN FRUIT GROWER

GOOD INVESTMENT

(Continued from page 12)

James plans to amortize the cost of his pond construction (\$4600), over a 20-year period which would make his yearly fixed cost for principal and interest \$345 per year.

This makes the total yearly fixed cost of the pond and equipment \$970. Taxes and incidentals would bring the yearly fixed cost to \$1000.

Wise realizes that to make this kind of investment profitable he must plan his operation to utilize this equipment the maximum number of days on the most productive crops with the best overall management possible. How well this project has worked out can be determined from the following:

In 1958 he irrigated 10 acres of peaches and 15 acres of cotton. The cost of operating the outfit, including labor, fuel, etc., amount to \$960. Added to the fixed cost of \$1000, this makes the total cost \$1960.

For this expenditure James produced peaches valued at \$3000 gross which he would not have produced had he not irrigated. The increase in cotton was 10 bales, which had a gross value of \$1960.

The total gross value of the increased production was \$4960. This meant a gross value of \$3000 of crops over the cost of irrigation (\$1960).

In 1959 he irrigated 30 acres of Coronet, Dixired, and Keystone peaches, 25 acres of field corn, and 20 acres of cotton. He estimated his increase in production at a total gross value of \$4800—peaches, \$3000; cotton, \$300; and field corn, \$1500. His operating and fixed cost for 1959 was \$2800. Gross returns over the total cost of irrigation was \$2000.

For the two years of operation, Wise's gross returns for production that he would have lost without irrigation amounts to \$5000, more than the total cost of his irrigation project.

James is well aware that this figure is not a net profit figure as certain other costs of production have not been included.

The fact remains, however, that \$5000 more crops were produced over the cost of the irrigation that would not have been produced had he not irrigated. Certain costs on his farm would have been the same regardless of what his production was—such as pruning, spraying, fertilization, cultivation, etc.

Wise is well pleased with his irrigating system and he thinks any banker would consider it a sound investment. In addition, he, his family, and friends had some good fishing in the two ponds and all of them are looking forward to many years of this recreation.

THE END.

JUNE, 1960

PROP YOUR TREES THE EASY WAY

The new easier AMERICAN FRUIT GROWER Tree Prop used by many growers does the job quickly, efficiently and at very LOW COST!

PROPS ALL SIZES OF BRANCHES

- Horizontally
- Vertically



20¢ apiece
12 for \$1.90
30 for \$3.50
100 for \$12.00
500 for \$50.00



Sold only by AMERICAN FRUIT GROWER Magazine to our readers.

AMERICAN FRUIT GROWER

Willoughby, Ohio

Please send me (No.)

Attached is \$

Name

Address

City & State

(Offer good only in U.S.A.)

AFG-6

DON'T TAKE CHANCES

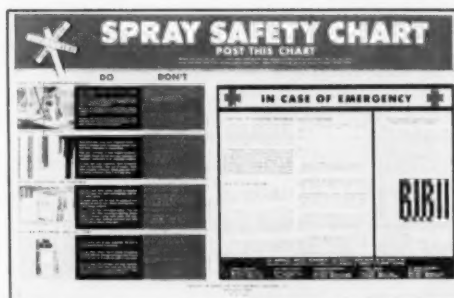
THE NEW
UP-TO-DATE

SPRAY
SAFETY
CHART

WILL MAKE
THIS YEAR'S
SPRAYING OR
DUSTING
SAFE

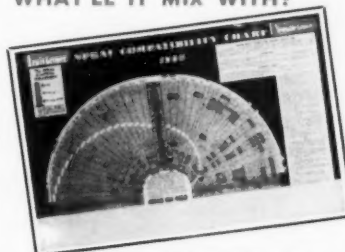
FOR YOU!

35¢



Know the DO'S and DON'TS of SAFE spraying practice. WHICH respirators and protective clothing are recommended for specific chemicals. WHAT to do if you feel ill while spraying. EVERY grower. EVERY spray crew should be equipped with this chart. Make this season's spraying the SAFEST EVER with the AMERICAN FRUIT GROWER Spray Safety Chart.

WHAT'LL IT MIX WITH?



Order both charts—a 70¢ value—for only 60¢. This offer good only in U.S.A. and Canada. Quantity prices on request. Coin or your check must accompany each order.

The companion Spray Compatibility Chart will make your spraying more effective. Here are all the chemicals and their compatibilities clearly stated for you. Know what chemicals can be mixed together safely and effectively.

35¢

AMERICAN FRUIT GROWER

Willoughby, Ohio

Enclosed is money or my check. Send compatibility charts and/or companion spray safety charts to:

Name

Address

City State

GROWERS OPPORTUNITY PAGE

Only 25¢ a word for one-time insertion; 20¢ a word per month for two-time insertion; 15¢ a word per month for four times or more. CASH WITH ORDER. Count each initial and whole number as one word. Copy must be in the 15th of the second month preceding date of issue. You can use our companion publication, AMERICAN VEGETABLE GROWER, in combination with AMERICAN FRUIT GROWER for only 10¢ a word more.

AGENTS WANTED

WANT EXTRA MONEY? TAKE BIG PROFIT orders in your spare time accepting subscriptions for AMERICAN FRUIT GROWER. Send for free credentials and tested-method sales kit. No obligation. Write today, AMERICAN FRUIT GROWER, Box 109, Willoughby, Ohio.

APPLE PACKING EQUIPMENT

FMC CUTLER WEIGHT PRINCIPLE 10-8 Fruit Grader high feed section with 20 rotary bins and 16 side packing bins. Also 42-inch small fruit eliminator, 42-inch sizer, 42-inch Bean cleaner with exhaust fan and other miscellaneous packing house equipment. Excellent condition. Bargain price. For full details, contact EDMUNDS CHEMICAL CO., Inc., P. O. Box 1016, Albuquerque, New Mexico.

AUCTION SCHOOL

LEARN AUCTIONEERING. FREE CATALOG! MISSOURI AUCTION SCHOOL, Box 9252M2, Kansas City, Missouri.

BOOKS

THE HOW-TO BOOK ON STRAWBERRIES. The layman's primer, the professional's reference and everyone's factual guide to more and better strawberries. \$1.50. AMERICAN FRUIT GROWER, Box 159, Willoughby, Ohio.

DRUG MEDICINES DISAPPOINT, DISILLUSION. Why defeat nature's spontaneous recovery efforts? New 25¢ book, MEDICINES OF NATURE describes seven universal curatives freely available everywhere. M-PRESS, Coalmont 143, Tennessee.

BERRY BOOK: "THIRTY YEARS OF BERRIES." Raspberries and Strawberries. 84 pages. Price \$1.00 P+paid. ROY TURNER, 1525 S. Livingston St., Peoria, Ill.

MAKE INCOME TAX RECORD KEEPING an asset, not a bother. \$1.00 for easy method. Money back if not satisfied. BOX 322, Palmetto, Fla.

TOMATO GROWERS—JUST PUBLISHED 1960 American Tomato Yearbook. Crammed with important facts. Send \$2.00. Complete volume 1951-1960, \$14.00. AMERICAN TOMATO YEARBOOK, Box 540-F, Westfield, N. J.

BRUSH & WEED KILLERS

KILL BRUSH AT LOW COST WITH AMAZING R-H BRUSH RHAP. Will not injure grasses, grains; not poisonous. For free information write REASOR-HILL CORPORATION, BOX 36AF, Jacksonville, Arkansas.

KILL SUBMERSED WATER WEEDS WHICH foul up motor propellers, tangle fishing gear, with R-H WEED RHAP-20. Granular 2-4D. Inexpensive, easy to use, sure results. For free information write REASOR-HILL CORPORATION, Box 36AF, Jacksonville, Arkansas.

KILL BITTERWEEDS, WILD ONIONS AND dog fennel with R-H WEED RHAP. Low cost. Will not injure grass, grains; not poisonous. For free information, write REASOR-HILL CORPORATION, Box 36AF, Jacksonville, Arkansas.

BUSINESS OPPORTUNITIES

FREE PICTURE FOLDER, "HOW TO MAKE \$1,000 Yearly. Sparetime Raising Earthworms!" OAKHAVEN-25, Cedar Hill, Texas.

EARN CASH FROM STRAWBERRY SALES! Get our How-To Book on Strawberries that gives common sense treatment of the must and must-not in strawberry culture. Fully illustrated. \$1.50. AMERICAN FRUIT GROWER, Box 159, Willoughby, Ohio.

CASH FROM SAWDUST, TIN CANS, NEWS-papers. Over 200 methods. Instructions \$1.00. CHARLES COMPANY, 42-RPG, Norwood, Ohio.

CIDER MILLS—PRESSES

ORIGINAL MANUFACTURER HYDRAULIC juice presses, hand and power operated, designed for small and large volume production. Press cloths, press racks, packings, valves, filter cloths and other supplies. THOMAS ALBRIGHT COMPANY, Goshen, Ind. Phone KE 3-6263.

NEW AND USED CIDER PRESS AND PROCESSING equipment. Complete line to offer including stainless steel tanks, orchard service, industrial hose, press cloths, press rack, and packings. Write for supply catalog. DAY EQUIPMENT CORP., 118 West Lafayette St., Goshen, Ind., Phone Keystone 3-5903.

MODERN AUTOMATIC ELECTRIC CIDER presses for roadside stands and small orchardmen. Presses 10 gallon to 15,000 gallon capacity. Everything for the cider maker, ball bearing graters, press racks, cloths, packing, valves, labels, filters, pasteurizers, bottling equipment. Write for supply catalogue. W. G. RUNKLES' MACHINERY CO., 185 Oakland St., Trenton 8, N.J.

CIDER PRESSES, PALMER STYLE, ESPECIALLY for roadside stands. Modern, easier to clean. High speed graters, plastic linings, tanks, pumps, supplies, a new cleaning compound—also used for presses. ORCHARD EQUIPMENT AND SUPPLY CO., Hill Street, Bristol, Connecticut.

FOR SALE—EQUIPMENT & SUPPLIES

BE READY FOR NEW BUSINESS WITH attractive signs. It's easy and inexpensive using SIGNCRAFT letters. Last for years and save money. Up to 48". NORTHLAND PRODUCTS, Route 22-282, Rockland 25, Maine.

400 CP—36 MODEL—28—500 CP BEAN Speed Sprayers, Bean 35-T, 500 Myers PTO. Royal 50-35 Bean pumps. New and used homer tires and tubes. Bargains. 60,000 new crates. 28 PTO Speedette. CORY ORCHARDS, Cory, Ind.

JOHN BEAN SPRAYER SALES AND SERVICE since 1949. Used sprayers on stock traded in on Bean Speed Sprayers. WITMER IMPLEMENT SALES, Columbiana, Ohio. Phone Leetonia HA7-2147.

BUY SURPLUS DIRECT FROM GOVERNMENT at tremendous savings, farm tools, machinery, truck, jeep, tractor, power units, hundreds others listed in our bulletin. Price \$1.00. GOVERNMENT SURPLUS SALES, Box 169ARG, East Hartford 8, Conn.

SIX-ROW ARIENS TILLIVATOR WITH OR without A. C. Model G Tractor, 6-row A. C. vegetable cultivator, new Clarksville hydro-cooler, new 4-unit Planet Jr. seeder, 32-foot tandem axle refrigerator trailer, 10,000 tomato hampers, Bean root crop washer, 4-foot Olson Roto-Beater, Hahn Hi-Boy corn sprayer. De VRIES FARMS, Blue Island, Illinois.

3 H.P. SICKLER MOWER SPECIAL \$69.00. Old reliable make. Retail value \$139.00. Write UNIVERSAL MFG., 324 West Tenth, Indianapolis 2, Ind.

JOHN BEAN SPRAYERS, KWH MIST blowers, FMC graders, washers, packing house equipment, Shur-Rane Sequa-Matic irrigation, power and hand pruning tools, supplies, parts and service. NORTHEASTERN OHIO'S JOHN BEAN DEALER, LANPHEAR SUPPLY DIVISION OF FOREST CITY TREE PROTECTION COMPANY, 1884 S. Green Road, Cleveland 21, Ohio. Phone EV 1-1700.

LARGEST STOCK OF NEW MYERS SPRAYERS and used sprayers in Ohio. Contact us for your requirements. WATER SUPPLIES, INC., P.O. Box 547, Ashland, Ohio.—Phone 21565.

THOMAS ALBRIGHT HYDRAULIC CIDER press. 30 bu. capacity. ARTHUR ROEDER, Bremen, Indiana.

MODEL 36 JOHN BEAN SPEED SPRAYER, rebuilt and repainted. Four P.T.O. Hardies, 18-35-50 G.P.M., 200-500 tanks. Three 42" Potato Tomato Booms. MARVIN FAETH SPRAYER & EQUIPMENT CO., Fort Madison, Iowa.

30" GRABILL COMPLETE GRADING LAY-out. Two used cider presses. 700-gallon supply tank on duals. Large pre-fab cooler and units. MARVIN FAETH SPRAYER & EQUIPMENT CO., Fort Madison, Iowa.

BERRY BOXES OF BROWN KRAFT FIBRE-board, white inside. Quarts \$17.50, Pints \$15.00, per thousand. RONALD PENNINGTON, 1675 Lake Dr., S.E., Grand Rapids, Mich.

NIAGARA GRADER, COMPLETE FOR AP-ples or peaches. Capacity 150 bushels per hour. JOHN B. SMITH, Glassboro, N.J.

USED MODEL 25 MESSINGER TORNADO Concentrate Mist—combination sprayer and duster on rubber with Wise. Engine—less than half price. KENNEY MACHINERY CORP., 301 W. Maryland St., Indianapolis 25, Ind.

TWO—4 x 4 HOWE COMPRESSORS AND everything necessary for ten to fifteen thousand bushel. Sacrifice for quick sale. Write or call APPLACRES—H. D. Clark, Bedford, Ind.

GARDEN SUPPLIES

PROTECT YOUR BERRY CROPS, CHEESE-cloth 100 yards by 48" in convenient 10 yard lengths. \$7.50 prepaid. 50% less mill price. JOSEPH HEIN, 120A Eton Road, Thornwood, N. Y.

GEESSE AND DUCKS

WEEDER GOSLINGS, \$85.00 PER 100. PIL-GRIM GOOSE FARM, Williamsfield, Ohio.

HAIR CARE

GRAY HAIR RESTORED TO THEIR NAT-ural color, this liquid stops falling hair and rids dandruff. \$2.00 Postpaid. FENDRICKS, 114 N. 6 St., Allentown, Penna.

MISCELLANEOUS

BANANA PLANT, GROWS ANYWHERE—indoors, outdoors. \$1.50. Postpaid. SOPHIA SULEN, Ladylake, Fla.

SUBSCRIBE TO GOVERNMENT SURPLUS weekly. Lists all sales. Buy jeeps, trucks, boats, tents, tires, etc., direct from government. Next 10 issues \$2. GOVERNMENT SURPLUS, Pax-ton, Illinois.

WRITERS WANTED FOR SPECIAL ARTI-cles. DEPT. 4, 5228 Irvine Avenue, North Holly-wood, Calif.

THE GOLD REPORT SAYS "IT MUST GO higher. So, convert your money to gold, now 1934 price. Store out of country. Use 97% loan value to double claim." Safe legal profit plans, \$3.00 to HAYES, Box 3455F, Chicago 54, Ill.

OF INTEREST TO WOMEN

SEW APRONS AT HOME FOR STORES. NO charge for material to fill orders. In our fifth successful year. Write: ADCO MFG. CO., Bastrop 63, Louisiana.

KANGAROO PIN CUSHION WITH 36" built in baby kangaroo tape measure. 7" plush—cute! \$1.00 ppd. NOVEL ITEMS, Box 212, Park Ridge, Ill.

ORCHARD FOR SALE

80 ACRE ORCHARD. APPROXIMATELY 1600 apple trees, 500 pear, 900 cherry. 12 acres rasp-berries. Modern four-bedroom home. 3 tractors, 2 sprayers. All machinery included. \$25,000 cash. HENRY ORCHARDS, Alpena, Michigan.

5 1/2 ACRE FARM IN THE SUNSHINE state. Modern home, big barn, garage, also have house with rental apartment in city. Write Box 51, PLANT CITY, FLORIDA.

IDEAL ORCHARD LOCATION, WITH 1/2 mile of Inland Lake Frontage, about 75 acres of producing apple trees. Best varieties; exceptional air drainage; equipped; and irrigation. One hour to Benton Harbor market. Spacious ten-room home with furnace, two baths and fireplace. See it. Aged owner selling. Will consider reasonable terms. Write or phone: DAVID ANDREASON, Realtor, Box 216, Sawyer, Michigan. Phone: New Troy HAZEL 6-1717.

61 ACRES, WILLAMETTE VALLEY. 17 acres fruit, mostly cherries. 12 acres garden truck. Long established fruit stand. 2 houses. \$31,000. Terms. GOIN'S FARM, Jefferson, Oregon.

180 ACRE FILBERT RANCH ON MCKENZIE River, 100 acres bearing. Room for expansion. GOODPASTURE BROS., Leaburg, Oregon.

100 ACRE FRUIT FARM, 60 ACRES APPLES. 20 acres pears, 4 acres Montmorency's, balance sweet cherries and peaches. Beautifully situated on suburban road 6 miles from Brantford. 55,000 population. Excellent retail sales outlet for entire crop of peaches, cherries, etc. 2 modern houses, school buses, etc. 65 miles west of Toronto. Write SCHUYLER ORCHARDS, Paris, Ontario, Canada.

28 ACRES, 400 APPLE TREES 20 YEARS old. Modern home. One mile west of Centerville, Indiana on US 40. LLOYD PYLE, 334 South 14th, Richmond, Indiana. Phone 2-2908.

AMERICAN FRUIT GROWER

PERSONALS

PRACTICE DAILY BIBLE READING.

PRINTING

PRINTED LETTERHEADS, ENVELOPES, billheads, shipping tags, etc. WM. EVENDEN, 1992 East 17th Avenue, Eugene, Oregon.

RABBITS

RAISE ANGORA, NEW ZEALAND RABBITS on \$500 month plan. Plenty markets. Free details. WHITE'S RABBITRY, Mt. Vernon, Ohio.

ROTARY TILLERS-SALES, SERVICE

AMAZING GERMAN IMPORT. PROFESSIONAL self-propelled AGRIA tiller with 3 speeds. Easiest handling tiller on the market. 4" to 16 1/2" cut. Only \$269.00 FOB Cleveland for 16 1/2" width. Other sizes to 46" with 12 HP diesel motors. Dealer inquiries invited. GORMSEN TILLER, Strongsville, Ohio. Center 8-6466.

SITUATION WANTED

NEED WORKERS? HARD WORKING FARMERS and ranchers (men only) from Mexico's cool highlands want permanent year around U. S. jobs. Allow three months for worker's arrival. For free information, write: S. D. CORONA, Office 17-K, Morelos 516, Guadalajara, Mexico.

WANTED TO BUY

NEW OR USED APPLE PRESSING AND processing plant equipment, complete, capacity of 5,000 gallons a day. FRELIGHTSBURG APPLE GROWERS COOP., Frelightsburg, P. Q., Canada.

WILLS

MAKE YOUR WILL! TWO WILL FORMS \$1.00. NATIONAL, Box 4831P, Los Angeles 48, California.

OPPORTUNITY ADS

BUY, SELL AND TRADE—Readers and business firms will get top advertising value at low cost from AMERICAN FRUIT GROWER "Opportunity Ads." These classified ads are widely read, widely responded to by AMERICAN FRUIT GROWER'S high-income readers throughout America.

RATES—For one insertion, 25c per word. For two insertions, 20c per word per month. Four insertions, 15c per word per month. Count each initial or whole number as one word. **CASH WITH ORDER.** You can use our companion publication, AMERICAN VEGETABLE GROWER in combination with AMERICAN FRUIT GROWER for only 19c a word more.

AMERICAN FRUIT GROWER reserves the right to reject or alter any copy which does not merit its standards. Ads will be inserted in first available issues unless preferred month is specified by advertiser. Closing date is 15th of second month preceding date of issue.

AMERICAN FRUIT GROWER
WILLOUGHBY, OHIO

IF YOU HAVE HERNIA

You can be FREE from TRUSS SLAVERY

Surely you want to THROW AWAY TRUSSES FOREVER, be rid of Hernia Worries. Then Why put up with wearing a gripping, chafing and unsanitary truss. For there is now a new modern Non-Surgical treatment that is designed to permanently correct hernia. These Non-Surgical treatments are so certain, that a Lifetime Certificate of Assurance is given.

Write today for our New FREE Book that gives facts that may save you painful, expensive surgery. Tells how non-surgically you may again work, live, play, and enjoy life in the manner you desire. There is no obligation. Excelsior Medical Clinic, Dept. H8828, Excelsior Springs, Mo.

JUNE, 1960

A NEW APS SERVICE

AMERICAN Pomological Society is initiating a program which its members hope will eliminate at least some of the disputes over the correct name for certain varieties of many fruits. Unfortunately, some varieties have two or three names and disputes arising have in certain cases developed into lawsuits. Although mistakes are innocently made, they are numerous, and with the advent of many new mutations, more duplications are occurring.

Believing that its organization can, without legal authority, render a fine service to growers, nurserymen, and fruit handlers, APS appointed a committee headed by George M. Darrow, USDA, Beltsville, Md., to select some 40 qualified judges to give their opinion when called upon in a dispute.

It is possible and probable that in many cases no immediate decision can be made because of the variations in appearance when a given variety is grown in different parts of the country. In such cases, the varieties in question will need to be grown side by side in one or more locations before a final answer can be given.

APS with its fine reputation could have a stabilizing and corrective influence. It is hoped that when a decision has been reached by the judges, and backed by APS, those affected will honor the decision.

Chairman of the variety arbitration committee is W. A. Luce, Yakima, Wash. Committee members are:

Apples

J. R. Magness, W. D. Weeks, K. P. Lapins, L. P. Batjer, L. G. Klein, R. B. Tukey, Walter Toenjes, and W. H. Upshall.

Pears

A. P. French, J. R. Magness, E. S. Degman, Freeman Howlett, W. P. Tufts, Walter Mellenthin, and F. C. Reimer.

Cherries and Plums

R. M. Brooks, A. P. French, W. A. Luce, H. W. Fogle, R. Wellington, and Don Fisher.

Peaches and Apricots

H. W. Fogle, Stanley Johnston, C. Hesse, John Weinberger, John Bregger, George Oberle, W. A. Luce, Leon Davis, L. F. Hough, W. H. Upshall, and Louis Proebbsburg.

Grapes

John Weinberger, Paul H. Shepard, R. C. Barrett, R. Wellington, H. P. Olmo, and O. A. Bradt.

Strawberries

D. H. Scott, George L. Slate, R. S. Bringham, George Waldo, J. S. Bailey, D. C. Schwartz, and George M. Darrow.

Raspberries and Blackberries

O. C. Roberts, D. H. Scott, George L. Slate, George Oberle, George Waldo, D. C. Schwartz, and George M. Darrow.

Blueberries

D. H. Scott, Stanley Johnston, J. S. Bailey, R. H. Sharpe, and George M. Darrow.

Much of the success of this program will depend on the co-operation of everyone interested in fruit and in

this attempt to clarify nomenclature mistakes. If there are any variety name duplications that are giving trouble in your location, write to W. A. Luce, Rt. 7, Yakima, Wash. He should be given as much information regarding the dispute as is available to the sender.—Paul H. Shepard, Pres., APS, Mountain Grove, Mo.

PEACH PICTURE

(Continued from page 10)

all others who are responsible in the marketing processes. There will be a better understanding, at all levels, of the capabilities and limitations in the marketing process.

Peach industry leaders throughout the nation are asked to comment on future production trends. Analysis of the results points to national stability in production volume with the possibility of a slight increase in the next decade.

Growers in the Southeast predict the greatest volume change. Alabama, with a million trees less than five years of age, and South Carolina, with 71.5% of the trees less than 10 years old and 44% less than five years old, expect a significant increase in volume. Growers in New York are unique in predicting a definite decrease in volume. States reporting stable production to a slight decrease include Illinois and Colorado. New Jersey, Pennsylvania, and Tennessee report stable production with a possible slight increase in the ensuing decade.

NPC is working more feverishly than ever before to step up its promotional campaign and trade information program. The home economics and publicity program, headed by Lora Stone, is well planned and co-ordinated.

The entire promotion program has been reorganized and revitalized by committee chairman Curt E. Eckert. In addition to increasing promotional efforts on the national level, Eckert advises that the committee and Miss Stone are geared to assist state and regional groups in formulating and administering concentrated promotional programs.

In early July, the council will hold two trade conferences, one in Chicago and one in Philadelphia, where growers, food editors, and retailers will assemble to co-ordinate activities for the bulk of the 1960 peach deal.

The July issue of NPC's publication *Peachtime* will carry the national crop movement calendar. This issue will be mailed to produce buyers throughout the nation. All indications point to the possibility of the 1960 peach deal being the most active in recent history.

THE END.

World Society

REPRESENTATIVES of 18 countries met recently at The Hague, The Netherlands, to form a new organization, International Society for Horticultural Science.

The society will sponsor international meetings for the exchange of information on scientific horticulture, release information bulletins, and publish the proceedings of the international meetings. The next session has been set for September, 1962, in Brussels.

President of the society is Dr. A. Leenen of Belgium. Dr. H. B. Tukey, head, department of horticulture, Michigan State University and associate editor of AMERICAN FRUIT GROWER is vice-president and Dr. G. deBakker of The Netherlands is secretary-treasurer.

A Step Forward

ONE of the interesting developments in fruit circles in the East is the approval by New York apple growers of an apple marketing order which it is expected will provide \$335,000 to Western New York Apple Growers' Association and New York and New England Apple Institute for promotion, market research, and grower information.

This is not all; the thinking among fruit growers at New York fruit meetings this winter has been centered on 1) how to promote and merchandize our products and 2) what active steps must be taken to gain control of the marketing of our products.

Ed Fallon, manager of G.L.F. (Grange League Federation), suggested the following program: 1) strengthen bargaining associations, such as New York Canning Crop Growers and Great Lakes Co-operative and 2) enter the processing field and reduce the number of sellers to meet the 12 major buyers in New York (there are too many small co-ops). Two ways mentioned for entering the processing field are through indirect purchasing, such as was done by National Grape Co-operative and by Seneca Grape Juice Company when it leased the apple plants at Hilton and Williamson, and by investing in commercial concerns and working to direct their activities in the interest of farmers.

As one prominent leader put it,

"This is essential if farmers are to pass on their increased costs to consumers. Farmers working together can bargain more effectively, not by having a monopoly on crops—but by having a trained seller to deal with a trained buyer."

New York growers are to be congratulated on the leadership they have shown. The proof of the pudding is in the eating, and the way of progress is never smooth.

But this is history in the making, with significant repercussions. It will be worth watching.

Jerry Mandigo

ON Easter morning, April 17, Jerry Mandigo, district horticultural agent in southwestern Michigan, living at Paw Paw, was stricken with a fatal heart attack. He was 51 years of age, a native of Michigan, and a graduate of Michigan State University, from which he also received the M.S. degree. He is survived by a widow, a son, and two daughters.

"Jerry," as he was affectionately known to a host of fruit and vegetable men, not only in Michigan but in other states as well, was a quiet, sympathetic, understanding, hard-working public servant who radiated confidence and good will. He was a tremendous force in the horticultural industry, adding greatly to its stature and its development.

He not infrequently contributed to AMERICAN FRUIT GROWER. The good that he did and the example that he set will live on for years to come.

Fruit Growing is Such Fun!



Fruit Talk

California Fruit Exchange answers "Where does the money go?" in its annual report, as follows: For Bartlett pears 25% for transportation, 28.7% for packing and loading, 3.4% for precooling and miscellaneous, 7% for commission, 35.9% to the grower, and 3.25% estimated C.F.X. Savings.

Says Henry Miller, prominent eastern fruit grower, of Paw Paw, W. Va., "... go into your orchard this winter for a good heart-to-heart talk with each variety or, better yet, with every tree ... it's worth the effort ... Every tree you own has his feet under your table. He is a regular boarder. Is he worth his feed?"

"Co-operate or quit" says the headline in an English fruit publication.

Controlled atmosphere McIntosh apples have been shown by Dr. G. D. Blanpied, Cornell, to have tougher skin than comparable non-CA stored fruit—1.4 pounds more pressure to penetrate with a 5/16-inch tester.

Frank Street and W. W. (Tubby) Magill have been made honest-to-goodness "Colonels" by the Governor of Kentucky for their many years of outstanding service to the peach industry of that state.

Strips of 200-gauge polyethylene, 1 inch wide and 8 inches long, have been used successfully as a graft covering material, wound spirally with overlap over the union and tied with a half hitch.

L. W. Marvin of New York and New England distinguishes nicely between regional and national promotion programs: "... the national program is one of education on a broad national level, the regional program is an advertising program to help sell the growers' apples on the local level."

"Prosperous Western Europe is the world's largest market for oranges and tangerines. Europeans are now eating more fresh oranges and tangerines than are United States consumers," says Foreign Agricultural Service of USDA as it points out the potential market of U.S. fresh citrus.

"Until quite recently," says R. M. Lister of Scotland, "the transmission of plant viruses through the soil has been generally regarded as an uncommon and relatively unimportant mode of spread, but this is by no means so. Certain kinds of virus are transmitted only through the soil." Nematodes and root injury play a part.

Further indication of the regional approach to problems is shown by the activities of CLAM (Comite Permanent de Liaison de l'Agrumiculture Mediterraneenne), an organization founded in 1949 in Italy to bring together information on the citrus industry in the Mediterranean countries. The 1959 meeting was held in Sicily, with seven countries represented and 63 technical papers presented at a week-long congress.

—H. B. T.

Coming Next Month

- BUYER'S GUIDE: Where to Buy Equipment and Supplies
- Brand Names of Newer Organic Pesticides
- Fruit Areas of America—Ohio
- Peach Harvest Before Breakfast

AMERICAN FRUIT GROWER

even if you're well-to-do where can you outdo this?

Nowhere will you find a car more mindful of your needs than a new Chevy. Whatever model you pick, you'll find it gives you more room where you want more room (be it for haubles, baggage or beagles)—with a higher entrance height, wider seating and (in the case of wagons) wider cargo area than any other car in its field. Chevy's also the only leading low-priced car that gives you the comfort and quiet of Full Coil springs at all four wheels. Be sure to come in soon and let your dealer show you all the ways Chevrolet aims to please without once losing sight of your budget:

Roomier Body by Fisher with a 25% smaller transmission tunnel.

Pride-pleasing style (combines good looks with good sense).

New Economy Turbo-Fire V8 (makes friends fast by getting up to 10% more miles on a gallon).

Widest choice of engines and transmissions (24 combinations in all—to satisfy the most finicky driver).

Hi-Thrift 6 (built with Chevy's famed ever-faithful dependability).

Coil springs at all 4 wheels (with the extra cushioning of newly designed body mounts to filter out road shock and noise).

Quicker stopping Safety-Master brakes (specially designed for long lining wear).

Chevrolet Division of General Motors,
Detroit 2, Michigan

CHEVROLET



there's no new car like a '60 Chevrolet. The 9-passenger Kingswood.

Air Conditioning—temperatures made to order—for all-weather comfort. Get a demonstration.



Captan fruit fungicide pays BIG at harvest

Captan is the most widely used organic fungicide for deciduous fruits. Stauffer Captan 50-W offers growers an unbeatable combination of advantages for scab and summer disease control on apples, peaches, cherries and other fruits:

1. It reduces apple scab to a minor problem when used from year to year through the entire growing season. It's so effective that few scab spores are left to overwinter; therefore, scab control becomes easier in succeeding years.
2. Captan has three-way action against apple scab: Applied before an infection period, it protects fruit and foliage from infection; applied shortly after infection occurs, it kills the scab fungus; and applied when scab spots first appear it inactivates the spots and prevents further infection.

3. It not only controls major summer diseases, but lets fruit develop fine color and finish.
4. Captan can be used up to day of harvest without exceeding residue tolerance.
5. It's also available as a dust for ground or aerial application where early season weather conditions make it difficult to get into an orchard with spray equipment.
6. Captan is compatible with most commonly used fungicides and insecticides.

Stauffer has just issued a new, informative pamphlet on Captan. If you would like one or more copies, drop us a post card. Stauffer Chemical Company, Agricultural Chemicals Division, 380 Madison Avenue, New York, 17, N.Y.

Stauffer is one of America's largest specialists in farm chemicals. We supply INSECTICIDES, FUNGICIDES, WEED KILLERS, MITICIDES, SEED PROTECTANTS, FUMIGANTS, GROWTH REGULATORS, GRAIN PROTECTANTS, DEFOLIANTS.



